



E-COMMERCE
FOR START-UPS

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1 EPAL Kavalas
GREECE

“E-commerce for Start-ups” Market Research




Market Research in Europe

- Famous products in Greece- OYZO

The national drink of greece is identified with sun sea and good company and is worldwide known. Ouzo is often served with a small plate of a variety of appetizers called mezes, small fresh fish, fries, olives or feta cheese.





Greece ,also known as Hellas, is a country located in Southeast Europe, with a population of approximately 11 million. Its constitution is presidential parliamentary republic. Athens is the nation's capital and largest city, followed by Thessaloniki.


The economy of Greece belongs to the category of the developed world. It is a small but open economy with a relatively low industrial base. The main major sectors of the Greek economy are tourism, shipping, industrial food production and tobacco processing, textiles, chemicals, metal products, mining and refining plants.

Greece's culture ,that is has been built like that from the old times (mythology), is famous for the upsetting music (world wide known instrument-bouzouki), the traditional festivals and customs of its area and the feeling of hospitality.

- Famous products in Turkey-BAKLAVA

Baklava is the typical dessert of Turkey and it's world-wide known. It is a rich, sweet dessert pastry made of layers of filo (very thin pieces of dough), filled with chopped nuts and held together with syrup or honey.





Turkey is a country located in southwestern Asia, with a small (3%) portion of its territory in south-eastern Europe, with a population of approximately 83 million. Its constitution is a Presidential Republic. The capital city is Ankara, a city in the central region called Anatolia.

The economy of Turkey based on the tourism that has experienced rapid growth over the last twenty years, on the shipbuilding industry and the agricultural sector. Istanbul is considered the economic center of the country.

Turkey has a diverse culture, which is a combination of Türkmanian, Asia Minor, Ottoman and Western culture and traditions. It's famous for their cuisine, traditional dances and music and literature.

- Famous products in Spain-Blue wine

The spanish company Gik launched the first blue-colored wine in the world at the end of 2016, which brought some eyebrows to the traditional wine community. The wine is made from a combination of red and white grapes with natural colors and flavours and it's world-wide known.





Spain is a country mostly located on the Iberian Peninsula in Europe. Its territory also includes two archipelagos: the Canary Islands off the coast of Africa, and the Balearic Islands in the Mediterranean Sea, with a population of approximately 47 million. Its constitution is a Kingdom of Democratic Republic. Madrid is the capital and the largest municipality of Spain.


The economy of Spain is mainly based on the Agriculture, the stockraising and fishery, on the industry and on the tourism, mainly on the Mediterranean coast and in the Canary and Balearic Islands.

As far as cultural expressions are concerned, Spain has an immense heritage that includes great monuments and works of art. Her folklore tradition presents dances like flamenco, sardana and herb and social practices and celebrations such as castellers, falles or celebrations in Andalusia.

- Famous products in Italy-Candies

Since 1857, Pastiglie Leone's candy originals are the company's oldest distinctive confectionery product. These small delights are the result of a careful choice of essences, extracts and herbs to enhance the fragrance and scent of the various different flavours. Their pleasant pastel shades are obtained exclusively from natural coloring agents, making the product alluring to the eye as well as to the taste.





Italy is a sovereign state in Europe. It consists of a boot-shaped peninsula and two large islands in the Mediterranean Sea: Sicily and Sardinia, with a population of approximately 61 million. Its constitution is a presidential parliamentary democracy. Rome is the capital city of Italy which has rich history and it's feature, Colosseo.


Italy's economy strength is found in construction companies, especially in small and medium-sized family businesses. Also, tourism has been the main source of income for Italians for decades.

Italy's culture is famous for its arts, culture and its cuisine (pizza, pasta, etc.), wine, lifestyle, fashion, design, cinema, theater, literature, poetry, visual arts and music.

- Famous products in Scotland-TEA

Scotland's connection with tea started at the beginning of the 16th century, when it was officially introduced to the country. Scottish tea is a full bodied black tea with a musty aroma, it being most often served with sugar and milk. Each Scottish tea brings up a unique taste and aroma, serving as a great gift for tea love





Scotland is predominantly divided into two areas, in the Highlands and in the lowlands. Scotland is the northern part of the island of Great Britain, with a population of approximately 5.5 million. Its constitution is a Kingdom of Democratic Republic. Although the largest city is Glasgow, which gathers nearly half the population of Scotland in its wider urban area, the capital of Scotland is Edinburgh.


The Scottish economy is focusing mainly in financial services, in industries oil and tourism. The capital of Scotland, Edinburgh, is the sixth largest financial center in Europe.

A key feature of Scottish culture is music with the bigpipe and literature with their national poet, Robert Burns.

- Famous products in Bulgaria-Lyutenitsa

Lyutenitsa is one of the traditional Bulgarian culinary delights. It's a spiced tomato and pepper spread usually sold in jars and served as a side dish to grilled meat, or spread on a slice of bread. You can find long shelves of *lyutenitsa* in every supermarket in Bulgaria.






Bulgaria is a country that is located in south-eastern Europe, with a population of approximately 7 million. Its constitution is a presidential parliamentary republic. Its capital is Sofia that most commercial and cultural activities are being assembled there.

In recent years Bulgaria has emerged as a travel destination with its cheap resorts and beaches that is helping it's economy. Also Bulgaria is a net exporter of agricultural products and food and it is the world's largest manufacturer of perfumery essential oils.

Traditional Bulgarian culture contains Thracian, Slavic and Proto-Bulgarian heritage as well as Greek, Roman, Ottoman, Persian and Celtic influences. Bulgarian folk tradition personalizes diseases as witches and has a wide range of creatures, such as lamies, fairies and calipers. Some of the customs and rituals against these spirits have survived and are still practiced.



However because we are not allowed to offer you ouzo because of the alcohol it contains we decided to present you a goody, KOURABIEDES.

So we do a little research at the local shop based on a questionnaire, here's the results.

1)The greek kourabiedes are more preferred from greek or foreigner people?

-Mainly from foreigner people because greek people used to make by themselves.

2)How many boxes are sold every day?

-About 50 boxes are sold every day.



3) How much each customer gets?

-About 3.


4) What kind of flavour they prefer?

-They prefer more the original than the rest flavours.

5) How foreigners were looking for kourabiedes?

Like a greek traditional sweet or as a simple sweet?

-Most of the foreigners were looking for kourabiedes like the traditional cookies.



6) Kourabiedes are most preferred all the year or just at Christmas?

-They are most preferred all the year by the foreigners and just at Christmas by greek people.

7) What's the most preferred sweet? Kourabiedes or melomakarona?

-Only kourabiedes are preferred by foreigners and melomakarona by greek people.

The End

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