

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a clean white space where the text is placed.

SC GRAND Ltd.

Merchandising

# COMPANY DESCRIPTION:

- ▶ Founded: 30.08.2012.;
- ▶ Located: Latvia, Priekule city;
- ▶ Type of business: processing of different seed nut mixtures; processing natural smoked meat products;
- ▶ Employies: start with - 2, now - 10;
- ▶ Main markets: Latvia, Lithuania, Estonia;
- ▶ Closest target markets: Poland, Ireland, Estonia;

# ASSORTMENT:

## Seven seed nut mixture AIZDARS:

- ▶ Without salt;
- ▶ With salt;
- ▶ With salt and garlic;
- ▶ With salt and mustard;
- ▶ With salt and cumin;
- ▶ With poppies.
  
- ▶ Ingredients: sunflower seeds, pumpkin seeds, linseeds, seesam seeds, peanuts, almonds and hemp seeds.
- ▶ Realization term: 8 month



# ASSORTMENT

Seeds and nuts honey glazed with dried cranberries:

- ▶ Ingredients: sunflower seeds, pumpkin seeds, peanuts, dried cranberries, 10 % honey and 1,4 % sugar.
- ▶ Package: 100 g, 200 g, 230 g, 600 g.
- ▶ Realization term: 4 - 8 month



# ASSORTMENT

## Naturally smoked meat products:

- ▶ Pork, beef or chicken meat marinated with salt, sugar, black peppers, bay leaves, garlic and vinger. Without any conservants, E substances or attracting water. Smoked only with alder firewood.
- ▶ Realization term: 1-2 month



# MARKETING ACTIVITIES

- ▶ Product tasting;
- ▶ Discounts;
- ▶ Trade stands;
- ▶ Direct marketing ( green markets, own trade ares, exhabitions);
- ▶ Social medias ( Facebook; Twitter; draugiem.lv, our homepage);
- ▶ Praticipating foreign exhabitions, trade missions ( cooperation with Investment and development Agnecy of Latvia).

# DISCOUNTS

- ▶ Price discounts per period for retail chains - generally each store, different period;
- ▶ Price discounts per large one-time supply of goods;

# PRODUCT TASTING

- ▶ In our sales places;
- ▶ In chain stores next to product stands;
- ▶ Tasting events and sale in various corporate offices;



# SOCIAL MEDIAS

- ▶ Different competitions for «share»and «like»;
- ▶ Information about products and its ways for use;
- ▶ Recieps and pictures of foods with our products;
- ▶ Informative posts - direct sales dates and places;



# EXHIBITIONS\*:

Until now, SC GRAND have participated on:

- ▶ 7 foreign trade exhibitions ( Russia, Poland, Estonia, Lithuania, Kazahstan, Germany);
- ▶ 3 trade missions ( Russia, Lithuania, Poland);

Outcome: agreements with Russian, Estonian and Polish distributors.

\* All exhibitions and trade missions supported by Investment and Development Agency of Latvia.

# MAIN CUSTOMERS

## For smoked meat products:

- ▶ Our sales places;
- ▶ Green markets;
- ▶ Stockmann Latvia;
- ▶ Chain store «KLĒTS».

## For seed nut mixtures:

- ▶ Chain stores «Elvi LATVIA», «Maxima Latvia», «Mego», «Klēts», Stockmann Latvia;
- ▶ Various bio and natural products stores;
- ▶ Web stores - [pievedums.lv](http://pievedums.lv), [nuko.lv](http://nuko.lv)

THANK YOU !