

# AWELE

DIVERSITY AT YOUR REACH.

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**By the CEO**

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# **EXECUTIVE SUMMARY**

## **AWELE**

*Diversity at your reach.*

AWELE is an organization that promotes not only globalization but more specifically the globalization of cultures around the world. Also, the company aims to promote various products, unknown products or little known products around the world. The AWELE website connects expatriates to their homes and natal values but also the rest of the world has it delivers new horizons and experiences. Many who immigrate are constantly looking for products from their homes that are very often difficult to find elsewhere in the world. AWELE's mission is to make the unique products of each culture accessible from wherever; to put an end to the compromises people have to make when traveling. At AWELE, we believe that globalization does not have to follow a general image, we believe in the uniqueness of each living being and a globalization that takes into account all cultures and singularities.

### **Highlights of AWELE**

#### **Target Market:**

The target market of AWELE is immigrants in every country; bringing to them products generally difficult to get in their new home. AWELE does not stop there however; The organisation take pride at bringing convenience to people in general, making deliverable products of their own country that have market restraint because of their singular preparation process and/or commercialisation. The organisation aim to reach and influence the already ongoing globalisation by creating a platform where people can access the most uniques experiences.

#### **Competition:**

AWELE's completion will be different from country to country and from sector to sector. However since the company will deal with import/export and deliveries it can globally have competitors like Amazon (Amazon Gourmet) or eBay. On a more local area, the company will work with local providers to deliver the delicacies which will cross frontiers. The companies will therefore in each particular country have as competitors local groceries and such. However, AWELE is meant to bring products from the most "unknown" places of the world to the light of globalisation and mondiales share. The web platform of AWELE will be one of the key tools clients will be able to use to see their goods prepared, packed and delivered in real time.

## **Marketing Strategy:**

AWELE clients are from all over the world; this is why our marketing strategy is as diverse as the world is. AWELE will have a marketing team specialized in the deployment of a customized approach for each area they cover. While the promotion of e-advertisements and social media promotion will be used in some countries; others will have a more traditional approach. At AWELE we believe in social values and that is what the organisation will build its roots on. In new areas ambassadors will be implemented to share their experiences about the services, A-peer-to-peer approach in some countries or a political approach in others, AWELE marketing plan is meant to be flexible and productive to answer the needs of the cultures and people we serve.

## **Operational highlights:**

AWELE is a global project and will therefore have operational units on each of the main continents in order to dispatch its products. For now our operational units will be in Paris, France; Adana, Turkey; Tunis, Tunisia; Abidjan, Ivory-Cost; Houston, Texas; and Quebec Canada.

## **MISSION & VISION**

- **Mission Statement**

The world is ever changing; borders are becoming obsolete in face of globalisation. AWELE mission is to foster globalisation by promoting diversity.

- **Core Purpose**

At AWELE, we take pride at bringing to our customers products from around the world.

- **Core Values**

The company principles are honesty, positivity, humanity and hard-work.

## **PRODUCT & SERVICE DESCRIPTION**

- **Overview of Products & Services**

The main service offered by AWELE is sell and distribution of Food products around the world, giving a particular attention to food products that are sometimes labelled as “hard to find elsewhere”. By working with local businesses we make it an honor to bring the most authentic experience to our customers.

- Problems, Causes, Solutions & Benefits

The main issues that the organization encounter are related to import/export procedures when it comes to shipping goods. However, we work closely with the authorities in each country to make sure processes go as smoothly as possible. To stay true to our core value which is honesty, we make the import/export process and delivery of each goods a real time and live process where customers and shareholders can update themselves on the work being done to serve them.

## INDUSTRY ANALYSIS

- Industry Overview

The import/export industry may look saturated for some products however AWELE specializes in importing and exporting the products that are the less exported and imported due to the unique process that is required when importing/exporting them.

- CRM Industry Size and Trends

As AWELE starts as a small business, our CRM system will consist of a contact management system dealing with emails, documents, jobs, faxes and account scheduling. In addition, due to the nature of AWELE (an eCommerce) the CRM system we will adopt will automate marketing and promotion automation as well as managing a customer-centric relationship. To implement effectively these approaches, AWELE will operate 24/7 call centers, contact-center automation, location-based services as well as an active social media campaign to adapt to the ongoing trend of globalisation.

## COMPETITIVE ANALYSIS

- Competitive Overview

It is not hidden that the international market is saturated with sellers and buyers that procure import/import goods however AWELE's goal is to stand out by bringing product to a fair price and vulgarizing inaccessible products.

- Direct Competitors: Amazon, eBay, alibaba.

- Indirect Competitors: Local stores in each countries.

- Competitive Advantages

Focus on a specific range of product, provide a customized and the local experience to customers even miles ways from them.

## MARKET ANALYSIS

- Addressable Market: The ever growing population of immigrants and travelers.

- Ideal Customer Profile: Young and Middle Aged individuals, mostly immigrants.

## SALES & MARKETING PLAN

- Branding: AWELE

- **SWOT:**

**Strengths:** The diversity present at AWELE gives it a tremendous advantage. Product and staff diversity not only gives a broader market catalog to the company, but also bring a global balance to the company's profits.

**Weakness:** AWELE's present weakness is its new label on the global market. To gain customer trust, the company continue to deliver the highest quality for its products we and services in addition of focusing of a customer-centric campaign across al the countries its operates.

**Opportunities:** The ongoing expansion of general globalization and the development of technologies constitute a great opportunity d]for AWELE. Also, the ever rising courbe of immigration brings to the company a tremendous pool of customers.

Threats: Competitively and governmental regulations constitute threats for AWELE; however the company takes pride in being honest and clear about all its transactions and services and work closely with relevant authorities of each nation to assure a smooth delivery of our goods.

- Marketing Strategies: Digital advertisement, Peer to peer approach and more traditional approach. Since it's an international business, our marketing systems will be customized following each cultures traditions.

## OPERATIONS PLAN

- Location: Paris, France; Adana, Turkey; Tunis, Tunisia; Abidjan, Ivory-Cost; Houston, Texas; and Quebec Canada.
- Staffing and Training: Staff will be hired from around the world, training will be given in each countries having our operation centers.
- Personnel Plan: The personal at AWELE will be composed of customer service specialist, import/export and taxation consultant, supply chain management specialist but also a diversified managerial team and an executive board.
- Customer Service: customer service will be 24/7 to follow up with the different times zones.
- Purchasing Procedures: Clients will be able to purchase and order product fro AWELE's website and application.
- Quality Control Measures: Several teams will be in charge of quality control before and after the product is deliver before it's shipped to the client.

## MANAGEMENT TEAM

- Key Management: A diversified managing team in charge of our global operations
- Board of Directors & Board of Advisors:

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