

Consulting Businesses on Marketing, Productivity, Quality Improvement at the Local Business Support Office of Orestiada (Greece)

«Support of Entrepreneurship in the Field of In-House Processing of
Quality Farm Products in the Districts of Evros, Haskovo, Smolyan
and Kardzhali»

QUALFARM

Deliverable D.5.1.3

Orestiada, November 2023

The QUALFARM project is co-financed by the European Regional Development Fund and the national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" cooperation programme.





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Name of the Company	Rural Research and Development Company of North Evros S.A.
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City	Orestiada
Postal Code	68200
Country	Greece
NUTS Code	EL511
MIS Code	5070994
Total Budget	669.227,00 €
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Project	Support of Entrepreneurship in the Field of In-House Processing of Quality Farm Products in the Districts of Evros, Haskovo, Smolyan, and Kardzhali
Acronym	QUALFARM
Funding	INTERREG Greece - Bulgaria 2014-2020
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1. Introduction

The primary objective of the project was to provide consulting services to local businesses or interested farmers / prospective investors in North Evros area (Municipality of Orestiada & Didymoteicho), Greece. The consulting sessions were focused on marketing, productivity, quality improvement, and other relevant areas connected with In-House Processing of Farm Products. The goal was to enhance the overall business environment and contribute to the economic development of the region.

Activities:

The project involves daily consulting sessions (upon arrangement with the candidates) with local businesses, farmers and/or in-House Processing farmers, addressing their specific needs and challenges. The key areas of focus include:

Marketing Strategies

- Assessing current marketing practices.
- Developing tailored marketing strategies.
- Providing guidance on digital marketing and online presence.

Productivity Enhancement

- Analyzing business processes and workflow.
- Recommending tools and techniques for increased efficiency.
- Implementing productivity improvement plans.

Quality Improvement

- Conducting quality assessments.

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- Identifying areas for improvement in products/services.
- Implementing quality management systems.

Financial Management

- Reviewing financial practices.
- Offering insights into budgeting and financial planning.
- Providing guidance on resource allocation.

Training and Skill Development

- Identifying skill gaps within the workforce.
- Designing training programs for employees.
- Promoting continuous learning and development.

2. Project Execution:

The Project Manager have spent a total of 500 hours on the consulting services. The daily routine, upon arrangement included meetings with individual businesses, farmers and/or in-House Processing farmers, workshops and follow-up sessions to track the progress and addressed any emerging issues.

Reporting and Monitoring

Regular reports were generated to track the impact of consulting services on local businesses, farmers and/or in-House Processing farmers. Key performance indicators (KPIs) will include improvements in marketing reach, productivity metrics, quality standards, and overall business growth.

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Challenges and Mitigation

Potential challenges may arise, such as resistance to change, resource constraints, or external market factors. Mitigation strategies include effective communication, stakeholder engagement, and flexibility in adapting consulting approaches based on evolving business needs.

3. Conclusion:

The «Support of Entrepreneurship in the Field of In-House Processing of Quality Farm Products in the Districts of Evros, Haskovo, Smolyan and Kardzhali» Interreg GR BG 2014-2020 with the acronym **Qualfarm** Business Support Initiative in Orestiada aimed to empower local businesses through targeted consulting services. The project's success was measured by the positive impact on the participating businesses and the sustainable growth of the local economy.

The analysis of promoting continuous learning and development within the organization underscores the significance of cultivating a culture that values ongoing growth, adaptability, and skill enhancement. Drawing upon key academic principles and practices, the strategic promotion of continuous learning is integral to sustaining a competitive edge in today's dynamic business landscape.

Key Takeaways

1. **Organizational Learning Culture:**

- Establishing an organizational learning culture, inspired by Senge's Learning Organization concept, encourages employees to embrace a mindset of continuous improvement. This culture promotes adaptability and innovation, essential for navigating changing market dynamics.

2. **Psychological Safety:**

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- Acknowledging and fostering psychological safety within the workplace is fundamental. An environment where employees feel safe to express ideas, take calculated risks, and learn from mistakes is conducive to continuous learning.

3. Individual Development Plans (IDPs):

- Tailoring learning and development initiatives to individual needs through IDPs contributes to personalized growth. This approach ensures that employees are equipped with the specific skills required for their roles and career aspirations.

4. Technology-Enabled Continuous Learning:

- Leveraging technology, including Learning Management Systems (LMS) and microlearning, facilitates accessible and scalable continuous learning opportunities. These tools enhance flexibility and efficiency in skill development.

5. Knowledge Sharing and Collaboration:

- Communities of Practice (CoPs) and social learning platforms foster collaboration and knowledge exchange. These initiatives create avenues for employees to learn from each other, promoting a sense of shared learning and expertise.

6. Feedback and Performance Management:

- Integrating feedback mechanisms, including 360-degree feedback, into performance management systems supports continuous learning and improvement. Timely and constructive feedback contributes to individual and organizational development.

7. Leadership Development:

- Leadership development programs and mentorship initiatives play a pivotal role in ensuring continuous learning at all levels of the organization. Nurturing leadership skills fosters a culture of mentorship and knowledge transfer.

Recommendations for Continuous Improvement:





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1. Regularly reassess and update learning strategies based on evolving organizational goals and industry trends.
2. Emphasize the importance of continuous learning in leadership communication and organizational policies.
3. Encourage cross-functional collaboration and knowledge-sharing platforms to enhance collective learning experiences.
4. Incorporate innovative technology solutions to diversify and enhance continuous learning methods.
5. Establish metrics and key performance indicators (KPIs) to measure the effectiveness of continuous learning initiatives and make data-driven adjustments.

Future Outlook

The continuous learning landscape is dynamic, and organizations that prioritize and adapt to emerging trends in learning and development will thrive. Embracing a culture of continuous learning positions the organization to meet the challenges of the future, foster employee engagement, and drive sustained success.

In summary, by weaving these principles into the fabric of the organization, the promotion of continuous learning becomes a strategic imperative that contributes not only to individual growth but also to the resilience and competitiveness of the entire enterprise.

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4. Appendices

4.1. List of Consulting



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ΔΕΛΤΙΟ ΠΑΡΟΥΣΙΑΣ ΣΥΜΒΟΥΛΕΥΤΙΚΩΝ ΣΥΝΕΔΡΙΩΝ ΠΡΟΓΡΑΜΜΑΤΟΣ QUALFARM

ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΣΥΝΕΔΡΙΑ	ΗΜΕΡΟΜΗΝΙΑ	ΟΝΟΜΑΤΕΠΩΝΥΜΟ ΕΙΣΗΓΗΤΗ	ΥΠΟΓΡΑΦΗ ΕΙΣΗΓΗΤΗ
Το Μοντέλο Αγροτικής Επιχειρηματικότητας στην Ελλάδα			
Η Αγροτική Επιχειρηματικότητα			
Η Δομή Ένός Επιχειρηματικού Σχεδίου			
BRANGING			
MARKETING			
Οργανωτική Διοίκηση			
Διαχείριση Ανθρώπινων Πόρων			
Επιχειρηματική Διάγνωση			

ΥΠΟΓΡΑΦΗ
ΩΦΕΛΟΥΜΕΝΟΥ

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4.2. QUESTIONNAIRE (It is written in Greek as it concerns the area of Evros (Greece))

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Ειδικό ερωτηματολόγιο συμβουλευτικής

Έργο «Qualfarm - "Ενίσχυση της Επιχειρηματικότητας στον τομέα της Οικοτεχνίας και της Ποιότητας των παραγόμενων Προϊόντων στην Περιοχή του Έβρου "»

Το έργο **Qualfarm** θα παρέχει δωρεάν σε έως και 100 επιχειρηματίες/αγρότες/εν δυνάμει Οικοτέχνες που δραστηριοποιούνται στον Νομό Έβρου, εκπαίδευση και συμβουλευτική υποστήριξη για την ανάπτυξη της επιχείρησής τους ή της επιχειρηματικής ιδέας όσον αφορά το μάρκετινγκ, την ποιότητα των παραγόμενων προϊόντων και διαδικασίες που θα αυξήσουν την παραγωγή μας καθώς και την προστιθέμενη αξία των προϊόντων. Θα επιλεγούν κατά προτεραιότητα ωφελούμενοι που επιθυμούν να δραστηριοποιηθούν ή δραστηριοποιούνται σε κλάδους όπως μεταποίηση αγροτικών προϊόντων και οικοτεχνία.

ΣΤΟΙΧΕΙΑ ΕΠΙΚΟΙΝΩΝΙΑΣ:

Όνοματεπώνυμο:

Τηλέφωνο:

Επωνυμία επιχείρησης (εάν υπάρχει):

Νομός / Περιοχή :

Email:

Κινητό:

Κατάσταση επιχείρησης (υπο σύσταση / υφιστάμενη):

Τομέας απασχόλησης :

Τηλέφωνα επικοινωνίας για διευκρινίσεις:

Εταιρείας Έρευνας και Ανάπτυξης Βορείου Έβρου Α.Α.Ε. ΟΤΑ: 2552027900

Κώστας Παπαδόπουλος (Progresso Consultants) : 6947443329

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Παρακαλώ απαντήστε στις παρακάτω ερωτήσεις:

Ως επιχειρηματική ιδέα εννοούμε οποιαδήποτε επένδυση μπορεί να οδηγήσει σε νέα επιχείρηση ή προϊόν ή ανάπτυξη σε οποιαδήποτε τομέα της υφιστάμενης επιχείρησή σας. Η επιχειρηματική μου ιδέα αφορά(βάλτε χ σε ένα ή περισσότερα):

- νέο προϊόν
- νέα επιχείρηση
- βελτίωση υφιστάμενης διαδικασίας
- επέκταση δραστηριότητας υφιστάμενης επιχείρησης

Παρακαλώ απαντήστε στις ανωτέρω ερωτήσεις χρησιμοποιώντας έως 100 λέξεις για εκάστη απάντηση

1. Εκπαίδευση και Διακριτικά Πλεονεκτήματα:

- Ποια είναι τα κύρια διακριτικά πλεονεκτήματα που προσφέρει η εκπαίδευσή σας ή η εμπειρία σας στον τομέα;
- Πώς η εκπαίδευση σας μπορεί να συνεισφέρει στη βελτίωση των επιχειρηματικών δεξιοτήτων;

2. Στρατηγική Μάρκετινγκ:

- Πώς προωθείτε τις επιχειρήσεις σας ή τις επιχειρηματικές ιδέες;
- Ποια μέσα μάρκετινγκ θεωρείτε πιο αποτελεσματικά για την προώθηση της επιχείρησης;

3. Ποιότητα Προϊόντων:

- Πώς εξασφαλίζετε την υψηλή ποιότητα των παραγόμενων προϊόντων;
- Ποια μέτρα λαμβάνετε για τον έλεγχο ποιότητας στη διαδικασία παραγωγής;

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4. Αύξηση Παραγωγής:

- Πώς προγραμματίζετε να αυξήσετε την παραγωγή σας στο μέλλον;
- Ποιες τεχνολογίες ή διαδικασίες σκέπτεστε να υιοθετήσετε για την αύξηση της παραγωγικότητας;

5. Προστιθέμενη Αξία:

- Πώς σχεδιάζετε να προσθέσετε αξία στα προϊόντα σας;
- Ποιες είναι οι στρατηγικές σας για τη δημιουργία ενός ξεχωριστού ανταγωνιστικού πλεονεκτήματος;

6. Συνεχής Εκπαίδευση:

- Πώς σκοπεύετε να συνεχίσετε την εκπαίδευσή σας για να παραμείνετε ενημερωμένοι στις τελευταίες εξελίξεις;
- Ποια είναι τα θέματα που θα θέλατε να εξερευνήσετε περαιτέρω για τη βελτίωση της επιχειρηματικής σας απόδοσης;

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4.3 Indicative Photos



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