

BUSINESS CONSULTANTS

Business Development

Company Profile



partenaire!
The Winning Team!



One Philosophy!

One Operating Model!

One Team!

***partenaire!** is looking forward to the business development of its clients, by the continuous improvement of their organizational structures and the effective management of their human resources.*

partenaire!'s **philosophy** consists in creating, with its clients, long term cooperation liaisons, based on mutual trust, reliability, credibility, consistency, responsibility and bona fides.

Our **operating model** to accomplish this aim is our constant presence by the side of the client company to:

- ❖ register and analyze its own particular needs
- ❖ implement and supervise each project
- ❖ effectuate the quality controls
- ❖ proceed to the demanded and appropriated corrective actions

in order to ensure the perpetual client satisfaction, during and after the achievement of each project.

One **team** of experienced consultants, having high qualification and know-how, form the network of **partenaire!**'s associates. In close co-operation with the administration and the management of the client company, they work out and implement effective solutions.

OUR SERVICES



Business Development Consulting

- **Strategic Planning**
- **New Market Implementation**
- **New Product R&D**
- **Abroad Business Agency**

Business Organization Consulting

- **Organizational Studies And Implementations**
 - ✓ Management Systems
 - ✓ Business Plan
 - ✓ Marketing Plan
 - ✓ Market Research
 - ✓ Mystery Shopping
 - ✓ Corporate Communication
- **Human Resources Management**
 - ✓ Personnel Selection
 - ✓ Personnel Evaluation
 - ✓ Rent-A-Manager
 - ✓ Management Coaching
- **Professional Training and Development**
 - ✓ In-House Programs
 - ✓ Open Training Sessions

Management Support Services

- **Office Support**
 - ✓ Reception & Hosting
 - ✓ Secretarial Services
 - ✓ Phone Center
 - ✓ Hard Copy Mail Management
 - ✓ In-House & Outdoor Events
- **Documents Management**
 - ✓ Storage
 - ✓ E-Archiving Transfer
 - ✓ Access & Appeal
- **Industrial Real Estate**

THE MAIN TEAM



Kelpekis Nikos

Political Science and Sociology graduate (Pierre Mendès-France University - Grenoble II).

Post graduate in Communication & Information Sciences (Stendhal University - Grenoble III).

For several years, he has been working as Senior Operational Manager and as business consultant in Greece and in France.

Certified professional training and quality management consultant.

Since 1998, works exclusively as Senior Business Consultant in Greece, France and other countries, specializing in Management Systems Implementation and Human Resources Development.

Breyiannis Panayiotis

He is a confirmed financial and business analyst with a long experience in consulting positions. He is also specialized in technology and innovation strategic management.

From 2005-2010, he was a co-founder and director of InfiniScale, a worldwide EDA (Electronic Design Automation) company in the semiconductor industry. Prior, he worked as financial and strategic analyst for several companies, including iRoC Technologies, Xtense Data, MicroVitae Technologies. He also has a significant experience in the construction and the insurance market.

Having graduated from Grenoble II University with an MS degree in Finance, he then went on to earn his BS degree in Economy and Business Administration, as well as receiving a graduate Diploma in Law Studies.

Lolos Dimitris

Diploma in BA (Thessaloniki College, Greece).

He has been working as top management Sales Executive for many Greek and foreign corporations and also as sales and organization consultant.

He is actually Export Manager in a Greek multinational industrial company and Business Consultant, specializing in international sales and market development.

THE MAIN TEAM



Voyiatzis Nikos

Mechanical Engineering graduate (Aristotle University of Thessaloniki).

Certified professional trainer in technical matters.

For several years, he has been working as Mechanical Engineer in the industrial sector and as electro-mechanical installations expert.

He actually works as Technical Industrial Consultant, specialized in Mechanical Equipment and Personnel Safety.

Yianni Maria

Chemical Engineering graduate and MSc in Production Systems Management (Aristotle University of Thessaloniki).

For several years, she has been working as quality, standards and production process control manager, for several industrial companies.

She is actually working as Business Consultant, specializing in Quality and Environment Management Systems.

Tolkas Byron

Former Fire Brigade Officer.

Having retired after a long term successful service as Head Officer in many Fire Brigade Departments, he is actually working as Industrial Advisor and Consultant in Fire Security and Protection matters.

Akrivopoulos Paschalis

Civil Engineering graduate (Serres Polytechnics University).

He actually works as Production Organization and Supervision Engineer for construction companies.



The main mission of modern businesses consists in producing richness, activity which requires sustainable development in an extremely competitive environment, on national and international levels.

Continuous development is the result of new products and services research and development, of new markets conquest or, more effectively, of a combination of these two.

*With **partenaire!**, you are with a reliable team of experienced strategic partners, who will essentially and effectively support you in planning and realizing your development aims.*

Strategic Planning

- Strategic plan development.
- New investments and activities program.
- Strategic development cost analysis.
- Financial plans.
- Viability and profitability perspectives.
- Investment folder composition.

New Market Implementation

- Buyer market research.
- Competition market research.
- Sector and competition analysis.
- Penetration, implementation and stabilization tactics.

New Product R&D

- Consumer trends market research.
- Competitive products market research.
- New product pre-release development, testing and improvement.
- New product marketing mixing.

Abroad Business Agency

- Quest, study and evaluation of commercial representatives, franchisees or master franchisees.
- Own distribution channels planning and implementation.
- Management and administration of subsidiary or affiliated units.

BUSINESS & MANAGEMENT COACHING



To better respond to the entrepreneurial evolution, the management styles need to get modernized.

We must redefine the management methods and practices; enrich them with new knowledge and know-how; maximize our creativity; acquire quicker reflexes, in order to adapt, to renew, to work differently.

Our Business and Management Coaching Services offer higher performance to small and medium size businesses: autonomy development, communication fluency, individual skills and constructive ideas eminence, dynamism revival, control procedures and corrective actions effectiveness, in one word productivity improvement: these are the substantial and measurable results, our services can provide.

Business Planning

- Definition, implementation and survey of the business development parameters.
- Business plan and Marketing plan.

Balanced Scorecard

- Definition of key-activities for all working positions.
- Construction of a performance measurement system.
- Definition of efficiency ratios.

Management by Objectives

- Group and individual targeting.
- Weekly results review meetings.
- Supervision and leadership management.

Performance Management

- Team work implementation and development.
- Human factor and work environment management.
- Motivation and creativity.



In a business environment, where competition goes higher and markets expend continuously, the implementation of systems of

- *Quality Management (EN ISO 9001)*
- *Food Safety (EN ISO 22000-HACCP Codex Alimentarius)*
- *Environmental Management (EN ISO 14001 kai EMAS)*
- *Occupational Health and Safety (BS-OHSAS 18001)*
- *Information Security (ISO 27001)*
- *Medical Devices (ISO 13485)*

and their certification following international standards, constitute a way to adapt your business to the requirements of the modern management techniques, but also to offer it one more commercial advantage.

partenaire!*'s experienced consultants take care to safely guide your business to the certification by recognized organisms.*

Actual Situation Analysis

- Audit and registration of company's existing situation.
- Definition of the organizational lines, on which the system will be based.
- Adaptation of the standard's requirements to the company's particularities and needs.

System Design and Validation

- System Manual realization.
- Procedures, processes and work instructions definition.
- System tools designing.

System Implementation and Deployment

- System responsible training.
- Involved personnel training.
- System application supervision.

System Internal Audit and Corrective Actions

- Internal system audit conduct.
- Internal audit report and eventual non conformities edition.
- Corrective actions application supervision.

Support during and after the Certification Audit



A business plan is the necessary tool of your business effective management.

- *It helps the prospective, starting a new business, entrepreneur to set his goals, to measure his strengths and weaknesses and to calculate the opportunities and threats he will face in the competitive market environment.*
- *It assists the established businessman and the experienced manager in having such a clear picture of the company position in a certain period that they can make more rational strategic decisions, in purpose to develop their business by its penetration in new markets or/and its expansion towards new activities and products.*

partenaire! puts at your service its experienced consultants high expertise, to realize and redact a business plan, which makes your business more understandable, credible and attractive.

- **business description**
- **business environment analysis**
- **industry background**
- **competitive analysis**
- **market analysis**
- **marketing plan**
- **operations plan**
- **management summary**
- **financial plan**

MARKETING PLAN

MARKET RESEARCH

CORPORATE COMMUNICATION



Marketing defines the aims, strategies and policies your business must follow to achieve its commercial targets.

Marketing Plan

- Market Tendencies.
- Consumption Customs.
- Target Groups.
- Competitivity.
- Price Policies.
- Distribution Policies.
- New Product Designing and Development.
- Public Relations.
- Personal Sales Policies.
- Advertising Policies.
- Sales Promotion Actions.

Polls

- Market Research (consumer - competitors).
- Public Opinion Research.

Mystery Shopping

- A discrete observation and analysis of your marketing policy application in daily practice.

Corporate Communication

- Annual planning of company's global communication.



Support for an effective personnel selection.
Exhaustive evaluation of candidate's personal skills.
Organizational and work behaviour analysis.
Professional goals and motivation investigation.
Candidate's predisposition towards an eventual integration in a concrete work environment.

Covering Work Positions

- Job description: responsibilities, duties and requested skills for best cover of position needs.
- Participation to motivation interviews with candidates.
- Use of adequate evaluation methods, in purpose to make emerge each candidate's skills and organizational behaviour.
- Evaluation of candidate's personality compatibility with position's requirements.

We support the organization to select the right people to the right positions.

We support the candidate to bring out his/her qualifications to successfully turn them to advantage in the position conquest.

PERSONNEL EVALUATION

*THE DIFFERENCE BETWEEN A DESERT AND A GARDEN IS
NOT MADE BY THE WATER ...IT IS MADE BY THE HUMAN!!!*



The effective planning, management and development of human resources intends to:

- *The continuous improvement of productivity*
- *The HR cost reduction by the performance optimization*
- *The deliberate and conscious accession of the employees to the company's goals and their alignment with their own professional and personal expectations.*
- *The instauration of a mild, pleasant and productive work climate, by the management of tensions and conflicts.*

Human Resources Development Services

Employee's evaluation in relation to his/her position requirements.

Using scientific methods and appropriate tools, **partenaire!** evaluates in depth your managing staff on the following competences:

PROJECT PLANNING	DELEGATION
PROJECT ORGANIZING	DECISION MAKING
LEADERSHIP	CREATIVITY
PROJECT COORDINATION	COMMUNICATION
RESULTS CONTROL	TEAM MOTIVATING

Business HR planning, following its needs, after:

- Study of company's development goals
- Evaluation of company's needs in personnel selection and training, in order to:
 - ✓ preventively, promptly and efficiently cover all necessary job positions
 - ✓ cancel the personnel turn-over costs.

Staff career planning for effective professional evolution within the organization.

Human Resources Cost/Profit Management Services

- HR cost/profit evolution surveillance system.
- Organization of remuneration and award modes in a coherent management system.

PROFESSIONAL TRAINING PERSONAL DEVELOPMENT



partenaire! undertakes:

- *The analysis, study and evaluation of your business needs in professional training.*
- *The submission of an adequate Training Program to your company.*
- *The realization of professional training sessions for your personnel of all grades and activities.*

Professional Training Titles

GENERAL MANAGEMENT

Management Principles

Human Resources Management

Management & Leadership Training

Team Work

Personnel Selection

Personnel Evaluation

Change Management

Stress Management

Crisis Management

Project Management

Management By Objectives

Total Quality Management

Effective Management

Business & Management Coaching

Creativity

Emotional Skills at Work

MARKETING - SALES

Marketing Principles

General Marketing

Services Marketing

International Marketing

Touristic Marketing

Industrial Marketing

Exposition Marketing

Political & Social Marketing

Direct Marketing

Telemarketing

Marketing Management

Publicity

Sales Promotion

Client Service Optimization

Public Relations

Merchandising

Sales Organization &

Management

Sales Techniques

Objections Management

Negotiation Techniques in Sales

COMMUNICATION

Internal Communication Principles

Hierarchy Relations Management

Internal Communication Networks

Crisis Internal Communication

The Art of Negotiation

Conflict Management Strategy

The Art of Convincing

Journalistic Communication

Trainers Training in Communication

MANAGEMENT SYSTEMS

Quality Management

(ISO 9001/2008)

Food Safety (ISO 22000 - HACCP)

Environmental Management

(ISO 14001 and EMAS)

Occupational Health & Safety

(ISO 1801/2008)

Information Security

(ISO 27001/2005)

Logistics



*Your business is a front line fighter! So are your human resources!
But, quite often, you have the feeling that precious time is lost in non productive activities, which however remain necessary.
We provide you, constantly or occasionally and always responding to your particular needs, this support services family, allowing you to focus on your essential productive or/and commercial activities, without caring about their management support.*

partenaire! provides:

- *The full or partial management support of your business, in total flexibility, by experienced professionals.*
- *Your managers' support, while operating for more or less long periods out of office.*
- *The management support of your business activities abroad.*

Office Support

- Reception & Hosting
- Secretarial services
- Translation & Interpretation
- Phone center
- Hard copy mail management
- In-house and outdoor events

Documents Management

- Archives storage and management
- E-archiving transfer
- Archives access and appeal



partenaire!, responding to the requirements of the actual business reality, aiming to the continuous improvement of its organizational structure and its internal communication and always intending to a prompt and better client service, planned and implemented quality management procedures, covering the area of the following consulting services:

- **business development**
- **business organization**
- **management support**
- **industrial real estate.**

The company's management has secured all needed material and immaterial means, in order to realize its quality policy and to achieve its quality objectives by developing all these mechanisms, which can ensure the commitment of **partenaire!**'s human resources.

Therefore, **partenaire!**'s management, in cooperation with the ensemble of its scientific and administrative personnel, procures for the effective use of the quality management tools, in purpose to provide regularly growing client satisfaction, as well as unfailing effectiveness and improvement of the quality management procedures.

CONTACT



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