



TSOKANOS SA welcomed the students from City College

How about a company visit where students are actually involved in **real-life business situations** and get rewarded? Well, this visit at TSOKANOS SA was definitely an interesting one. Thursday 28/5/2014, everything was in place and at 11.00am Nikolaos Tsokanos and his team welcomed **29 students from City College**. The agenda was full and included: a short company presentation, guided tour, quick training, **group and individual assignment**, competition analysis and a feedback session, amongst others.

First things first and students were directly taken at the core of the company's operation, its warehouse. They were given a quick on-site training on the **order picking process** (reservation > order release > picking feedback > picking confirmation > packing > shipping). **Moving from theory to practice**, the students were divided into small groups of five and specific tasks were given to the team-leaders. The team that would deliver a complete order in maximum 10 minutes following all the instructions was to be given a **special prize**.

After the group assignment, the students continued their visit to the seminar room. They were given a presentation on: "**Do we really need a website?**" The case-study was about improving the company's website and e-commerce. **A competition analysis** of local rivals was conducted while global leaders were taken as **benchmarks**. Immediately after, the students were asked to devise a digital marketing and **social media strategy** by writing down their ideas individually. The students with the most **innovative ideas** were selected and given special prizes too.

The next part of the visit was the Q&A session where students had the chance to **exchange ideas and recommendations for action** with the management of the company. At the end of the session, the winners were announced: Team number 3 won the group-assignment, namely: **Milosheva Sandra, Taravanis Rafail, Elisseou Leonidas, Gjibexhi Drilon, Sarris Dimitrios** and **Stojanovski Igor**. The winners of the best-idea challenge were **Gabriella Papdopoulou, Apostolos Dermentzopoulos** and **Daniel Filipovic**. All winners got **free-vouchers** for a 2-day trip in a Balkan capital. In addition, the winners of the individual contest were also offered an **internship** opportunity at TSOKANOS. **Congratulations!!!**

The visit was concluded when students finished the evaluations on the company and the presenters. This feedback will help the company get better for the next students' visit.

A short company description

TSOKANOS SA Veterinary Logistics, Warehouse & Distribution Services is a 100% family owned Greek company established in 1991 and has its headquarters in Thessaloniki. Today, TSOKANOS is the leading veterinary wholesaler in Greece with a total of 3.500m² of warehouse capacity and over



10.000 clients. There are a phenomenal 4.500 catalogue products available, ranging from veterinary pharmaceuticals, vaccines, instruments, consumables, animal equipment for small and large animals to unique pet accessories and nutritional supplements.



Fast and reliable deliveries are pivotal in today's business. TSOKANOS SA has invested in the latest technology in picking and packing customers' orders to ensure that deliveries reach its customers quickly, correctly and conveniently and meet the different requirements of the various local partners. Moreover, implementation of cutting edge ERM, WMS and CRM systems gives the company a unique competitive advantage.

The strategic emphasis on investing more in the organisation's own products and using them to expand the range played a significant role in the company's rapid growth. Alongside this, the constant expansion of sales markets through the establishment of region-specific partners also had an extremely positive effect. Our team includes veterinary doctors and product managers, who manage product development, technical sales back-up and training programmes.



Nikolaos Tsokanos, the next generation to serve the family tradition, is already taking part in the positive development of the company as responsible operations manager for Greece and South-Eastern Europe. Nikolaos is a City College alumnus.