

Case Study on:



Country Representative

European Business Awards 2011

Country Representative - Greece
Power Health Hellas SA



Power Health

Staying True to its Roots

Words from the Judges

“Continuous focus on customer service has helped this company through difficult economic times.”

Power Health Hellas SA is a leading and pioneering Greek company that creates, represents, imports and distributes premium quality, innovative Health supplements in the Greek and Cypriot market. The company was set up in 1984 by Mrs Lili Pergada, President and Managing Director who had a vision to make consumers' lives healthier and happier through the unique benefits that nature provides.

It is Power Health's commitment to customer service both for pharmacies and customers as well as its ambitious plans for expansion that have led the European Business Awards 2011 to select Power Health as one of only 10 Country Representatives from Greece.

Power Health currently supplies thousands of pharmacies in Greece with its products. It made a commitment 17 years ago to distribute solely through pharmacies and has stuck to its decision ever since, believing quality service is of paramount importance.

The company's market share is continually increasing with significant growth in slimming, reproductive and winter products. Its new, innovative Mens-X product holds a leading 46% market share in a highly competitive market, while Size One, Power Health's new slimming product has been a bestseller every month since its launch in March 2011.

Customer service for pharmacists and end-users is central to Power Health's success. Analysis shows that pharmacists enjoy the unique level of personal attention and care that they receive from Power Health's. The sales team visits every pharmacy that stocks Power Health products, even in the most remote, isolated areas, including distant islands. These visits are carried out regardless of transportation costs as the company believes the personal touch is crucial to build loyal and long-term business relationships.

In recent years and with advances in technology, more and more consumers have started to communicate directly with Power Health. Telephone calls from satisfied customers are up 43% on 2010 and online communication, from both pharmacists and consumers is up 22%.



“We are very pleased that over the past 27 years, so many of our customers have chosen to get in touch with us personally. We are proud that so many people entrust us with the most valuable gift in life: their health.”

Mrs Lili Pergada, President and Managing Director, Power Health

The company invests a significant amount of its net profits in R&D and is proud to be the only Greek company in the market with an in-house R&D department which has been progressing new innovations for the past eight years. The skilled team of scientists introduces products that are clinically proven and recognised by all National Health Institutions.

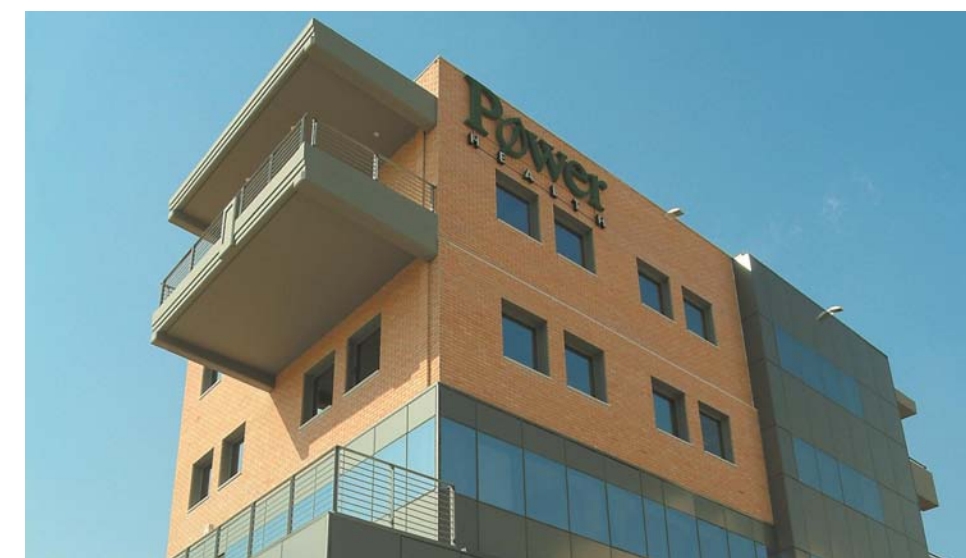
“In 2010, we invested approximately €200,000 in R&D and already have new products in the pipeline for the future. We have a new men's product which we expect to launch in early 2012 and we are focusing on expanding our Size One slimming range.”

Power Health reacts to customer comments and concerns as well as feedback from pharmacists. By building up a strong relationship with its pharmacy network, Power Health's sales team is often the first point of contact for any pharmacists with suggestions for new products. To further enhance this communication, Power Health has invested in an ERP (Enterprise Resource Planning) system which connects with IMS (a research company that covers all pharmacies in Greece) and enables the company to monitor sales and stock levels, evaluate its sales team, track bestsellers and determine future trends. It also captures data from customer feedback in a quantitative manner to help improve customer satisfaction.

“Despite the high costs, we will never lose sight of our original vision of distributing directly through pharmacies. We could save thousands of Euros by using wholesalers but we will never go down this route as we are not a company solely driven by profits; we care deeply about service and quality. As a result, thousands of pharmacists trust and believe in us.”

“The operation that started in 1984 with just three employees has now grown to become one of the leading companies in providing pharmacies with natural health products in Greece. With its continuous focus on customer service and a mission that seeks to assist its customers achieve a healthier lifestyle with the help of natural products, Power Health continues to thrive and survive even in the current difficult economic climate.”

Phil Forrest, Chairman of Judges, European Business Awards 2011



Looking to the Future...

Power Health's aims for the future are to remain the number one choice for consumers and pharmacists in Greece and to expand further into international markets, growing its presence in Cyprus as well as the Balkan states, Dubai, United Arab Emirates and Turkey.

The company will continue to solely distribute through pharmacies in Greece and Cyprus, but in other territories Power Health is collaborating with national distributors who will be responsible for the distribution through their own channels, still focusing primarily on pharmacies.

Power Health has just launched its brand new website and is looking to further develop its online presence and build its two-way interaction with consumers and pharmacists. At this present time, there are no plans to sell online as Mrs Pergada explains:

“We believe that the only true way to sell our products is through healthcare professionals such as pharmacists. The products need to be prescribed in a similar way to conventional medicines and it is the pharmacists who know what supplements

people need and what will work. We can never imagine selling on-line as we will lose the level of control that is currently afforded.”

Power Health will continue to develop its range of products, keeping its R&D team busy with new innovations. The company currently has a 40% market share in slimming supplements and is looking to penetrate this market further with three new products. Power Health has recently launched a new anti-ageing formula, which is taking it further into the beauty market, another growth area for the business.

The company has invested a great deal of time and money in its Corporate Social Responsibility campaigns. Just as the company is loyal to its customers, it is also loyal to its charities and has worked for many years with four charities, donating significant amounts of money and making a huge difference to people's lives. Power Health works with UNICEF, Pharmacists of the World, Mediciens Sans Frontieres and Smile of the Child. As part of its work with Mediciens Sans Frontieres, Power Health has helped more than 1 million children in the past 12 years.



"Being awarded Country Representative status at the European Business Awards is proof of our achievements. Greece is in the midst of an economic disaster which is seeing many companies leave the market; the fact that we are experiencing growth at this difficult time shows just how stable and successful our business is. We are very proud of the commitment shown by our company and all our employees."



Mrs Lili Pergada, President and Managing Director, Power Health Hellas SA

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About Power Health Hellas SA

Power Health is a company founded on a vision to bring the very best natural supplements, medicines and remedies to the Greek population in order to improve their health and wellness. It is a company that harnesses the healing power of nature and supplies it to consumers via a vast network of 7,000 pharmacies.

The company offers natural alternatives to modern medicine. It takes the teachings of the Ancient Greeks and makes them relevant for today's modern market.

The company has 70 employees, 25 sales representatives and over 100 products. Customer focus is central to the company's vision and through its sales departments in Athens and Thessaloniki, representatives cover the entire country, visiting individual pharmacies and providing a personal level of service.

Power Health listens to its customers and works to develop a strategy that best meets the needs of both pharmacies and end-users. In 27 years of business, the company has never lost a single pharmacy and is now working with the vast majority of pharmacies in Greece. The company is ISO certified.

Even during the Greek economic crisis, Power Health has experienced growth. It has been assigned a high Credit Rating by ICAP and was certified as one of the 10 strongest companies in Greece for both 2010 and 2011.

Weekly pharmacist seminars are held at the company's Athens headquarters, where the R&D team explains new and existing products in detail and the Marketing team advises on how best to promote them effectively. In-store merchandising advice is also provided.

**Power
HEALTH**

*from nature's pharmacy...
to your local pharmacy*

About the European Business Awards

Since 2007, the European Business Awards programme has been shining a light on the most pioneering businesses on the continent by promoting excellence, best practice and innovation in the European business community. The awards programme recognises excellence in all disciplines of business including individual business functions. Last year entrants ranged from fish farming organisations to renewable energy firms. Together they had a combined turnover greater than €1 trillion Euros (8.23% of EU GDP) and employed over 2.7 million people between them.

Businesses from over 30 European territories entered the Awards. The competition for is fierce with many of the Europe's most established brands being represented. Entrants are judged by a panel of experts in their fields who bring experience, business acumen and understanding to the board.

Country Representatives are deemed by the judges to represent the very best companies in each territory. In 2011, the standard was particularly high, with the programme engaging with over 15,000 companies in the initial stages.

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