

# Regional brand of Guria

- Visegrad Fund

## Marketing strategy



All stakeholders and beneficiaries of the project's target group were engaged in the process of developing the strategy.

The work process encompassed the following key steps:

1. "Expansion of regional branding in Racha and Guria regions" within the Racha-Lechkhumi and Kvemo Svaneti region, involving participation in the regional working group meeting and gathering information through the "brainstorming" method.
2. Conducting group and individual interviews with members of the brand's regional working group, including brand founders and local project partners.
3. Development of a specialized questionnaire designed to identify expectations and opportunities, further enhancing the strategic development process.

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This document outlines the forthcoming three-year marketing strategy and action plan for the implementation of the Guria regional brand's overarching strategy.



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## Purpose of creating a strategy

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The primary objective in formulating the marketing strategy for the regional brand of Guria is to comprehensively scrutinize challenges arising from the assimilation of acquired information. This scrutiny serves as a foundation for delineating the brand's enduring marketing goals and objectives, concurrently devising requisite strategies to realize the envisioned outcomes. The ensuing action plan, derived from this strategic framework, is envisioned to serve as a guiding beacon for the progressive development of the brand.

## Description of the current situation

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The purpose and values of the regional brand of Guria

The objective of the Guria regional brand is to facilitate brand owners in accessing new markets and showcasing the region by establishing a robust internal and external communication network.

Guria stands out as one of the vibrant regions, characterized by substantial potential for entrepreneurial development.

The brand aspires to curtail migration from the region while fostering economic growth through the advocacy and sale of local, high-quality products.

All activities of the regional brand are conducted in strict adherence to legal frameworks, guided by ethical norms, and anchored in principles of quality, justice, transparency, reliability, and eco-friendliness.

### **Mission**

The mission of the Guria regional brand is to pave the way for local residents to attain financial sustainability, stimulate entrepreneurship in the region, and cultivate a robust internal and external communication network. This network aims to connect brand owners, consumers, as well as private and public sector representatives, fostering collaboration on both local and international scales.

### **Brand uniqueness**

The brand's distinctiveness lies in its exclusive accessibility to owners and service providers committed to delivering local, tradition-based, and high-quality products. This exclusivity serves as a guarantee for consumers, ensuring their access to products that are not only high-quality but also environmentally friendly and reliable.



## Market analysis

The Guria regional brand targets the small, micro, and medium segments engaged in the production of locally inspired, tradition-based products and services, including intellectual work. Simultaneously, the brand aims to attract customers who prioritize obtaining high-quality, reliable, traditional, and eco-friendly products at a reasonable price. Given the burgeoning trends in Georgia's food industry and tourism sector, the brand, along with its affiliated entities, holds significant potential for growth. It is noteworthy that the brand aligns with the state programs "Make in Georgia" and "Technopark," contributing to the increased financing of micro and small businesses and fostering further development in these sectors.

Significant segments of the Guria regional brand's customer base include:

- Foreign Customers (Exports): The brand actively targets foreign customers outside the country, emphasizing export opportunities.
- Large Restaurants and Hotels: Establishing partnerships with large restaurants and hotels is a key focus, as they will procure products from brand owners to offer to their customers.
- Tourists Favoring Local Production: Targeting tourists who specifically seek out local products, the brand aims to cater to this demographic.
- Middle and High-Income Citizens: The brand is positioned to attract customers with middle to high income, reflecting a commitment to quality and value.
- Hypermarkets and Stores: Collaboration with hypermarkets and stores is a strategic move, providing these outlets with the opportunity to sell products affiliated with the brand.

The market is experiencing growth, fueled by several factors. The annual rise in the number of entrepreneurs, particularly in the specified region, is attributable to the government's expanding business promotion initiatives. Simultaneously, the surge in programs encouraging the export of local products is enhancing export opportunities for businesses. Moreover, the escalating influx of tourists into the country each year augments the potential for the brand to capitalize on increased demand among tourists. This confluence of factors positions the brand favorably to tap into a growing market and seize emerging opportunities.

The brand stands unique without direct competitors. However, it's conceivable that indirect competition may arise from business associations that, to varying degrees, advocate for their members and enhance their market reach. Additionally, certification-granting organizations could be viewed as potential competitors, although the advantage lies in the streamlined procedures and reduced time required for brand accreditation compared to other certification processes. This distinctive position allows the brand to navigate a competitive landscape while benefiting from its efficiency and expediency in brand recognition.



According to reports from the National Statistical Service of Georgia, the average monthly number of visits by non-resident visitors aged 15 and older to the Guria region is on the rise. This trend presents a significant opportunity for increased engagement and activity in the tourism sector.

## SWOT Analysis

### Strengths:

- Presence of regional television, "Guria TV," providing valuable support for brand information dissemination.
- Technopark in Guria, offering opportunities for project implementation and visits for trademark owners, including resource utilization.
- Active engagement of non-governmental organizations in the region, facilitating increased contacts for brand owners.
- Effective communications at the regional and municipal levels, contributing to overall development of communication networks in the region.
- A large and diverse market with various entrepreneurial directions, fostering scalability.
- High demand for export, presenting favorable opportunities for brand owners.
- Relatively simple certification procedures, saving time and resources for both parties.
- Activities rooted in traditions and culture, adding significant value to the brand's products.
- An eco-friendly brand, aligning with the modern imperative for sustainability.
- High demand, driven by a substantial number of entrepreneurs and a large market for potential brand owners.
- Innovativeness, stemming from the absence of a similar analogue in the region.

### Weaknesses:

- Lack of public trust at the initial stage due to a deficiency in awareness.
- Low awareness of brand activities within target groups and society.
- Insufficient financial resources required for development.
- Limited experience, given the brand's recent establishment, resulting in a lack of expertise in this field at the current stage.
- Initial stage challenges include a deficit of external contacts, essential for raising awareness and selling products.
- Lack of a dedicated demonstration corner to showcase products/services of brand owners.



- Absence of an electronic store, hindering the presentation of brand products/services to both Georgian and foreign customers in a unified platform.
- Difficulty in controlling multiple directions, posing challenges to effective management.

### Opportunities:

- Conducting meetings with schoolchildren and providing entrepreneurship training to foster information dissemination.
- Engaging with local and foreign organizations to secure funding for brand initiatives.
- Facilitating opportunities for brand trademark owners to travel abroad for the implementation of successful practices in their respective activities.
- Organizing business training sessions by the brand aimed at nurturing future entrepreneurs, contributing to the brand's growth.
- Expanding the brand's reach in both market presence and ownership of the brand's trademark.
- Establishing a favorable image in both local and international markets.
- Growing the number of brand supporters through local and international partnerships.
- Establishing an "exporter" company under the brand to facilitate the export of brand owners' products.
- Creating an electronic store for the streamlined sale of products owned by brand trademark holders.
- Establishing a physical store or trade facility in the region, ideally in a tourist-heavy location, where brand owners can showcase their products.
- Organizing exhibitions and festivals on behalf of the brand, dedicated to the owners of the brand trademark.

### Threats:

- Unstable political and social environment in the country poses a threat to the development of brand owners and hinders the search for investors.
- While there is no direct competition at this stage, associations with similar ideas or non-governmental organizations with comparable missions could emerge as competitors.
- The risk of disasters, which could damage an entrepreneur's product and, in turn, impact motivation for future development, as well as pose a threat to brand members affected by a disaster.
- Reputational risk arises due to the diverse range of products from potential brand owners, requiring a robust control mechanism. Inconsistency in the quality maintained by one brand owner may damage the brand image as a whole.



- Legal risks may emerge between the brand and the owner of the brand trademark, as well as between consumers of branded products/services and the brand owner of the trademark, posing a threat to the brand.
- Migration is a significant risk, as population outflow can lead to a reduction in both customers and potential brand members.
- Dishonesty in the brand's activities, contrary to the core values of reliability, quality, and transparency, can be a significant hindering factor, damaging the brand's reputation in the long run.
- Economic factors present obstacles to effective management of brand activities, impacting overall brand performance.

## Marketing Strategy Findings

Following the analysis of the current scenario, several conclusions and challenges pertinent to the brand have emerged:

- **Transparency Imperative:** Brand operations necessitate maximal transparency to cultivate public trust and instill a sense of fairness among consumers regarding brand practices.
- **Trust Deficit in Initial Stage:** At the initial phase, a deficit of trust in the brand is discernible, predominantly stemming from a low level of awareness. There is an imperative need to enhance brand visibility within target groups.
- **Financial Fundraising Essential:** There exists a critical requirement for the brand to secure financial resources for the effective execution of measures aimed at fostering brand development.
- **Need for an Electronic Store:** A pivotal necessity is the establishment of an electronic store, encompassing a website or application. This platform is envisioned to empower brand owners in introducing their services to a global customer base.
- **Collaboration with Tourism and Export Entities:** It is vital for the brand to engage in collaborative efforts with tourism and export companies. Such collaborations are anticipated to streamline the process of selling products and services offered by brand owners.
- **Establishing Communication Networks:** The brand necessitates the creation of a robust internal and external communication network. Strengthening connections with the media, private and public sectors, and international organizations is deemed essential for brand advancement.
- **Correct Brand Positioning:** Achieving the correct positioning for the brand requires a strategic determination of appropriate methods. Establishing a quality and reliable brand image is paramount in this pursuit.



## Marketing tasks

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### Task 1:

#### Building Trust and Increasing Awareness among Local Entrepreneurs

##### Activities

- Planning and conducting meetings, along with arranging presentations, specifically designed for local entrepreneurs.
- Paid visits to Guria Technopark together with the entrepreneurs.
- Collaborating with both the private and public sectors to enhance entrepreneurial interest and foster increased contacts.
- Creating and disseminating informative videos and articles highlighting brand trademark holders.
- Facilitating connections between brand owners and local as well as foreign organizations to instill confidence in the brand's activities.
- Developing an electronic catalog showcasing the diverse products of brand trademark owners.
- Establishing an electronic store dedicated to selling the products of brand trademark owners.
- Organizing impactful exhibitions and festivals to showcase the brand's offerings.

##### Outcome:

Local entrepreneurs gain heightened confidence in the regional brand, perceiving it as a valuable contributor to the success of their businesses. Consequently, the number of potential owners of the brand trademark experiences a notable increase.

### Task 2:

#### Enhancing Public Awareness of the Regional Brand

##### Activities:

- Cooperation with GURIA TV.
- Preparation and strategic distribution of advertising materials to target audiences.
- Compilation of comprehensive annual summary reports, accompanied by public presentations.
- Proactive utilization of social networks to engage with a broader audience.
- Implementation of influencer marketing strategies to leverage influential figures in promoting the brand.
- Consistent dissemination of news through press releases to keep the media and the press informed.



- Development and maintenance of an electronic catalog showcasing products from brand owners.

**Outcome:**

A heightened level of awareness regarding the regional brand is achieved across society. Residents, organizations, and various stakeholders gain access to detailed information through reports on the brand's activities. Increased visibility on social networks, websites, and other communication channels further contributes to widespread awareness and engagement.

Task 3:

Establishing a Robust Internal and External Communication Network

**Activities:**

- Facilitating periodic meetings and discussions among brand trademark owners.
- Promoting brand trademark owners through international visits to implement successful foreign practices in their activities.
- Conducting meetings with representatives from the public and private sectors, coupled with brand presentations.
- Formalizing partnerships by signing memorandums with relevant organizations.
- Organizing meetings between brand members and partner organizations to foster collaboration.
- Recognizing and rewarding active supporters, and disseminating information about successful partnerships via social media.
- Engaging in cooperative ventures with local media.

**Outcome:**

The brand successfully forges collaborations with local and international entities, spanning both private and public sectors. Joint projects are effectively implemented as a result of this extensive network, enhancing the brand's visibility and impact within the global and local communities.

Task 4:

Cultivating the Image of the Regional Brand as a Trusted and High-Quality Entity

**Activities:**

- Strict adherence to established rules in the use of the brand logo on all packaging and advertising materials.



- Emphasizing the "eco-friendliness" aspect in all distributed information related to the brand.
- Conducting comprehensive surveys involving consumers, brand owners, and partners to gauge the perceived quality of the brand's products.
- Preparation and widespread distribution of videos and photo materials depicting the meticulous process of crafting products by members of the brand.

**Outcome:**

Within society, the brand becomes synonymous with reliability and top-notch quality. This positive association significantly boosts demand for the brand and its offerings.

Task 5:

Ensuring Financial Sustainability of the Brand

**Activities:**

- Collaborating with local funders through sponsorship arrangements.
- Initiating and implementing grant projects to secure additional financial support.
- Expanding the number of brand partnerships.
- Facilitating the sale of products from brand trademark owners, either through export initiatives or an electronic store.

**Outcome:**

The brand attains financial sustainability through successful cooperation with local funders, increased grants, and expanded brand partnerships. The obtained financial resources are strategically utilized for ongoing brand development and effective marketing activities.

Task 6:

Enhancing Transparency in Brand Operations and Information Accessibility

**Activities:**

- Regular publication of comprehensive annual reports detailing the brand's activities.
- Hosting open meetings to discuss and share insights into the brand's operations with entrepreneurs and other stakeholders.
- Establishing clear communication channels, including meetings, with the media and non-governmental organizations.

**Outcome:**

As a result of these activities, the brand achieves heightened transparency in its operations. Stakeholders, including entrepreneurs, consumers, media, and non-governmental



organizations, develop increased trust and engagement with the brand due to the readily available and transparent information about its activities.

## Recommendations

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When creating a strategy, certain recommendations were developed that the brand should take into account:

- Utilizing the region's resources, such as the regional television and Technopark, is essential for the brand's success. This includes leveraging the opportunity for brand trademark owners to interact with foreign colleagues and incorporate international experiences into their own practices.
- Ensuring maximum transparency in the brand's activities is crucial to foster trust among entrepreneurs and consumers. Collaboration with local non-governmental organizations is recommended to facilitate the conveyance of information to target groups and enhance trust in the brand.
- Engaging with the Agency of Innovations and Technologies of Georgia is advisable for creating a communication platform through grant-based initiatives. This platform can connect entrepreneurs and consumers, with the additional recommendation to establish an electronic store on the same platform.
- Active use of social media platforms, particularly Facebook and LinkedIn, plays a pivotal role in reaching both entrepreneurs and the public. These platforms aid in increasing awareness, providing constant updates, and shaping the desired brand image through engaging content, advice, and contests.
- Promoting internal cohesion among brand trademark owners is achieved through regular meetings, discussions, and communication strengthening, establishing a robust internal network. External meetings abroad are valuable for sharing and implementing foreign practices, contributing to the brand's global perspective.
- Organizing festivals, exhibitions, and collaborative events with the public sector enhances tourism development and promotes the products and services of brand trademark owners.
- Conducting business forums in partnership with other organizations facilitates communication with target business groups and expands market contacts. Influencer marketing, involving well-known personalities recommending the brand, can increase awareness and trust among the target audience, with brand owners potentially providing their products as gifts to avoid additional costs.
- Periodic business trainings for brand owners, coupled with invitations to foreign partners to share their experiences, contribute to building trust and increasing demand for the brand.



## Guria Regional Brand Marketing Strategy Implementation Action Plan for the years 2024-2026

Task	Activity	Responsible	Budget for 2024	Budget for 2025	Busget 2026	Source of Financing
<b>Building Trust and Increasing Awareness among Local Entrepreneurs</b>	Planning meetings and arranging presentations with local entrepreneurs	Brand Coordinator	2000	4000	4000	Brand's own funds
	Creating and disseminating informative videos and articles highlighting brand trademark holders	Brand Coordinator	2000	2000	2000	Brand's own funds
	Developing an electronic catalog showcasing the diverse products of brand trademark owners	Brand Coordinator	5000	2000	2000	Donors
	Creating an electronic store to sell the products of the owners of the brand trademark	Brand Coordinator	0	60000	0	Donors (Technopark)



	Organization of meetings with future entrepreneurs / conducting trainings on entrepreneurship	Brand Coordinator	2000	5000	5000	Brand's own funds & donors
<b>Enhancing Public Awareness of the Regional Brand</b>	Meetings with public and private sector and presentation about the brand	Brand Coordinator	1000	1000	1000	Brand's own funds
	Signing memorandum(s) of cooperation with organizations	Brand Coordinator	0	0	0	Brand's own funds
	Organizing meetings between brand members and partner organizations	Brand Coordinator	3000	5000	5000	Brand's own funds & donors



	Cooperation with local media - GURIA TV	Brand Coordinator	0	0	0	Brand's own funds
	An award ceremony for active supporters and the dissemination of information about successful partnerships through social media	Brand Coordinator	0	0	9	Brand's own funds
	Active use of social media	Brand Coordinator	0	3000	3000	Brand's own funds
<b>Establishing a Robust Internal and External Communication Network</b>	Development and distribution of advertising material	Brand Coordinator	2000	4000	4000	Brand's own funds & donors



	Implementation of mutual projects with the regional CSOs	Brand Coordinator	2000	5000	6000	Brand's own funds & donors
	Promoting brand trademark owners through international visits to implement successful foreign practices in their activities	Brand Coordinator	0	30000	30000	Brand's own funds / Personal funds of brand owners
	Active use of social networks	Brand Coordinator	0	1000	2000	Brand's own funds
	Using influencer marketing	Brand Coordinator	0	0	0	Brand's own funds



	Continuously informing the media about the news	Brand Coordinator	0	0	0	Brand's own funds
<b>Cultivating the Image of the Regional Brand as a Trusted and High-Quality Entity</b>	Preparation of annual summary reports and presentation to the public	Brand Coordinator	0	0	0	Brand's own funds
	Emphasizing "eco-friendliness" in disseminating information about the brand	Brand Coordinator	0	0	0	Brand's own funds
	Conducting research on the quality of branded products among consumers, brand owners and partners	Brand Coordinator	0	0	0	Brand's own funds



	Taking videos and photos of the production process of goods/services of the brand owner's products	Brand Coordinator	2000	3000	3000	Brand's own funds
<b>Ensuring Financial Sustainability of the Brand</b>	Cooperation with local sponsors	Brand Coordinator	0	0	0	Brand's own funds
	Development of grant projects	Brand Coordinator	0	0	0	Brand's own funds
	Work on increasing the number of brand owners	Brand Coordinator	0	0	0	Brand's own funds



	Brand mediation to increase sales of brand trademark owners' products, including through export and e-commerce	Brand Coordinator	0	0	0	Brand's own funds
<b>Enhancing Transparency in Brand Operations and Information Accessibility</b>	Publication of annual reports	Brand Coordinator	0	0	0	Brand's own funds
	Holding open meetings about brand activity, both with entrepreneurs and with other stakeholders	Brand Coordinator	0	0	0	Brand's own funds
	Organization of meetings and cooperation with media and CSOs	Brand Coordinator	3000	4000	5000	Brand's own funds



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