

BUSINESS PLAN - MEDITERRANEO FOODS P.C.
"Authentic Greek Taste for the Global Table"



Business Type: Premium Organic Food Production & Export

Headquarters: Kalamata, Greece

Business Structure: Private Company (P.C.)

Visa Category: D5 – Business Establishment / Financially Independent Visa

Target Markets: UAE, India, Germany, Canada /**Prepared by:** Gomchi Multinational

Table of Contents

01	02	03
Executive Summary	Company Overview	Industry & Market Analysis
04	05	06
Products & Services	Business Model & Revenue Streams	Marketing & Sales Strategy
07	08	09
Operational Plan	Management & Staffing Plan	Financial Plan
10	11	12
D5 Visa Rationale	Risk Assessment & Mitigation	Sustainability & CSR Commitment
13		
Implementation Timeline		

Additional sections: **Conclusion & Strategic Outlook** and Appendix & Supporting Exhibits

1 – Executive Summary



1.1 Business Overview

Mediterraneo Foods P.C. is a premium Greek food production and export company headquartered in Kalamata, Greece, specializing in organic olive oil, honey, herbs, and Mediterranean condiments sourced from local cooperatives and family-run farms.

The company's purpose is to bridge traditional Greek agriculture with modern global gastronomy, exporting authentic, sustainably produced Mediterranean products to markets including the UAE, Germany, India, and Canada.

Through a combination of local value addition, branding, and e-commerce export distribution, Mediterraneo Foods seeks to establish Greece as a trusted global hub for premium organic foods while generating steady employment in rural areas.

1.2 Mission & Vision

Mission: To deliver the purest Greek organic food products to global consumers while empowering local farmers and promoting sustainable agricultural practices.

Vision: To become a recognized international brand for Greek wellness and culinary excellence, symbolizing authenticity, sustainability, and healthful living.

Core Values: 🌿 Authenticity | 🤝 Partnership | 💡 Innovation | 🌍 Sustainability | 📦 Quality

1.3 Business Objectives

- Establish local operations in Kalamata including procurement, testing, and packaging facility.
- Source and certify products from 10+ organic farms across the Peloponnese.
- Export > 30 tons of olive oil, herbs, and honey in the first 24 months.
- Create 8–10 direct jobs (operations, logistics, marketing, and quality control).
- Secure distribution partnerships in UAE & Germany within the first year.
- Launch an e-commerce platform for global retail and subscription boxes.
- Achieve €350,000 revenue by Year 3 with sustainable 25–30% gross margins.

1.4 Investment Summary

Category	Amount (€)	Purpose
Facility Setup & Equipment	35,000	Packaging, testing, labeling line
Product Sourcing & Inventory	25,000	Initial stock & contracts with farmers
Branding & Marketing	20,000	Logo, packaging, trade shows, website
Working Capital (6 months)	30,000	Payroll + operations float
Legal & Licensing Fees	5,000	Company formation, certifications
Contingency & Compliance	5,000	Insurance & reserve
Total Investment	€120,000	100% equity funded by investor

All funds are at risk and fully committed before visa filing, meeting D5 investment requirements.

1.5 D5 Visa Eligibility Snapshot

Foreign Investor Origin Founder from Dubai (UAE) – Non-EU citizen	Company Registered in Greece Mediterraneo Foods P.C., Kalamata	Sufficient Funds €120,000 capital in Greek bank account
Real & Active Enterprise Facility lease, contracts with local suppliers, staff hiring plan	Sustainability Alignment Organic certification & rural community engagement	Economic Contribution 8 jobs + export earnings + local sourcing
Legal Compliance Tax ID (GEMI Registry), Insurance, Business Permit		

☒ **Result:** Mediterraneo Foods P.C. meets the D5 criteria for business establishment and economic benefit to Greece.

1.6 Summary Outlook

By positioning itself as a premium Greek export brand, Mediterraneo Foods P.C. will:

- Preserve Greek agricultural heritage through organic farming alliances.
- Add value locally via branding, bottling, and direct exports.
- Expand internationally using digital channels and retail partnerships.

The business will serve as a model for ethical and profitable Greek exports, ensuring stable income for farmers, jobs for locals, and sustainable returns for the investor.

"From the fields of Kalamata to the tables of Dubai and Berlin — Mediterraneo Foods brings the true taste of Greece to the world."

2 – Company Overview



Company Name: Mediterraneo Foods P.C. (Private Company under Greek Law 4072/2012)

Registration: GEMI Registry – Pending upon lease execution (Kalamata, Greece)

Business Type: Private Company (Ιδιωτική Κεφαλαιουχική Έταιρεία – Ι.Κ.Ε.)

Ownership: 100% held by the principal investor, a non-EU entrepreneur based in Dubai, UAE.

Capitalization: €120,000 fully committed equity investment, documented via international bank transfer to the company's Greek business account.

The I.K.E. structure was selected for its limited-liability protection, flexible governance, and eligibility for residence permits under Article 16 of Law 4251/2014 (D5 Visa).

2.2 Business Description

Mediterraneo Foods P.C. engages in sourcing, packaging, and exporting authentic Greek organic products—including extra-virgin olive oil, wild herbs, honey, olives, and gourmet condiments—to premium distributors and retailers worldwide.

The enterprise partners with certified organic farmers in Kalamata, Mani, and Messinia, leveraging centuries-old traditions of olive cultivation and Mediterranean herbal medicine. Products undergo cold-press extraction, laboratory testing, and eco-friendly bottling to ensure traceability and international compliance.

Operations integrate:

- Local sourcing & cooperative contracts
- In-house quality control and packaging
- Digital export channels (B2B & B2C)
- International marketing via trade fairs (Anuga, Gulfood)

Mediterraneo Foods is not a simple reseller—it adds value in Greece through branding, certification, and export marketing, generating employment and taxable income domestically.

2.3 Core Values & Principles

Value	Meaning in Practice
Authenticity	Preserve original Greek recipes and local varieties.
Sustainability	Operate under EU Organic Regulation (EU 2018/848); use recyclable packaging.
Partnership	Collaborate transparently with smallholder farmers and co-ops.
Innovation	Combine tradition with modern export packaging & digital traceability (QR codes).
Quality	Implement ISO 22000 / HACCP standards for every product batch.

These principles form the foundation of Mediterraneo Foods' brand promise: **Pure. Ethical. Greek.**



2.4 Location Advantage – Kalamata, Greece

Kalamata, situated in the Peloponnese region, offers a strategic and symbolic base for the venture:

- Globally recognized as the origin of premium Kalamata olives and olive oil.
- Access to Kalamata International Airport (for logistics to Athens & EU).
- Abundant network of organic farmers, cooperatives, and testing labs.
- Lower operational costs than Athens or Thessaloniki.
- Proximity to major ports (Patras & Piraeus) enabling seamless export logistics.

The city's blend of agricultural excellence, tourism, and export infrastructure makes it an ideal hub for Mediterraneo Foods' operations.

2.5 Strategic Rationale for Establishment

 National Fit Supports Greece's 2030 National Strategy for Agricultural and Food Exports.	 Regional Development Revitalizes rural employment in Messinia and Peloponnese.	 EU-Aligned Growth Operates under EU food-safety and sustainability frameworks.
 Investor Residency Goal Provides the founder with long-term presence in Greece under D5 while maintaining active business contribution.	 Scalability Serves as the Greek base for later expansion to UAE and India (via distribution hubs).	

In essence, Mediterraneo Foods P.C. combines Greek tradition with global trade sophistication—an enterprise that strengthens local agriculture while projecting Greece's culinary excellence onto the international stage.

3 – Industry & Market Analysis

3.1 Greece Organic & Premium Foods Overview

Greece is globally associated with olive oil, table olives, wild herbs, and honey. The country's fragmented smallholder base and diverse micro-climates produce PDO/PGI varieties (e.g., Kalamata), prized for flavor and polyphenol content. Structural trends supporting growth:

- Premiumization:** Global consumers trading up to origin-certified, single-estate olive oils and raw monofloral honey.
- Health & wellness:** Mediterranean diet halo, clean-label, low-processing, and EU Organic certification as trust signals.
- Export orientation:** SMEs increasingly shifting from bulk to value-added branded exports (glass bottles, design, QR traceability).

📌 **Implication for Mediterraneo:** Compete on origin + quality + brand, not on commodity pricing.

3.2 EU Regulations, Quality & Certifications (Framework)

To anchor trust and market access, Mediterraneo will operate within the following frameworks:

- EU Organic Regulation (EU 2018/848):** Supplier certification + on-site audits; organic logo on retail packs.
- HACCP / ISO 22000:** Food safety management across sourcing, bottling, and storage.
- PDO/PGI Compliance:** Use of "Kalamata" (where applicable) per EU labeling rules.
- Allergen & Nutrition Declarations:** EU FIC labeling; language localization per destination.
- Sustainability & Traceability:** Batch coding, QR-linked certificates, farm-to-fork transparency.

Implication: These certifications underpin our brand promise and facilitate entry into the strictest retail channels.

3.3 Global Demand Drivers for Mediterranean Staples

- Olive oil:** Rising adoption beyond Europe; growth in premium extra-virgin and polyphenol-rich categories.
- Herbs & botanicals:** Oregano, thyme, sage—used in culinary and wellness; demand from spice blends and functional foods.
- Honey:** Preference for raw, monofloral, and minimally filtered; authenticity and anti-adulteration proof required.
- Clean-label condiments:** Simple ingredients, glass packaging, and recyclable materials gain shelf priority.

Price Elasticity: Premium buyers are less price sensitive, rewarding provenance and sensory quality.

3.4 Target Export Markets & Entry Strategy

	
United Arab Emirates (UAE) Buyer profile: Premium retailers (Waitrose, Spinneys), gourmet stores, hotels, and e-commerce (Noon/Amazon). Compliance: Product registration (Emirate Municipality systems), Arabic/English labels, shelf-life testing. Go-to-market: Distributor partnership + HORECA sampling; Ramadan/holiday gift packs; chef collaborations. Value prop: Authentic Greek origin, giftable packaging, stable supply, halal-friendly formulations.	Germany (EU) Buyer profile: Specialty retailers (Alnatura, Denn's), delis, and online organics; price-aware but origin-driven. Compliance: EU organic already valid; German-language labeling; deposit systems for certain formats. Go-to-market: Bio/organic wholesalers + regional food fairs; storytelling around Peloponnese farms. Value prop: EU-certified organic, PDO/PGI variants, sustainability (recyclable glass, FSC cartons).
	
India Buyer profile: Metro gourmet retail (Foodhall, Nature's Basket), boutique cafés, premium e-commerce. Compliance: FSSAI licensing, label localization, import clearances; duty impact considered in pricing. Go-to-market: Exclusive metro distributors; chef influencer tie-ups; smaller SKUs (250–500 ml) for first-purchase trial. Value prop: Healthy Mediterranean lifestyle, salad culture growth, premium gifting category.	Canada Buyer profile: Specialty grocers, health chains, independent delis; strong diaspora demand. Compliance: CFIA labeling (bilingual EN/FR), nutrition facts table formats, import permits. Go-to-market: Regional distributors in Ontario/Quebec; food shows; Amazon.ca storefront for D2C. Value prop: Clean-label, traceable Greek origin with consistent quality.

3.5 Customer Segmentation & Needs

Segment	Geography	Need	Purchase Driver	Mediterraneo Solution
Premium Retail	UAE, Germany, Canada	High-turnover SKUs with strong margins	Origin + packaging	PDO/PGI EVOO, monofloral honey, shelf-ready packs
HORECA / Chefs	UAE, Germany	Consistent flavor, bulk options	Technical quality + price ladder	Foodservice tins (3–5L), tasting notes, stable supply
E-commerce B2C	UAE, India, Canada	Convenience, trust	Reviews + subscriptions	Starter kits, bundles, gift boxes, repeat discounts
Corporate Gifts	UAE, India	Premium gifting	Presentation + authenticity	Co-branded gift sets, festive editions

3.6 Competitive Landscape (Illustrative)

Competitor Type	Example (Generic)	Strengths	Gaps for Mediterraneo to Exploit
Established Greek brands	Legacy olive oil labels	Brand recognition	Less agile, limited digital storytelling
European gourmet importers	Multi-origin portfolios	Distribution reach	Weak origin focus, generic packaging
Local private labels	Retailer brands in UAE/DE	Price points	Commodity perception, weaker authenticity
Small artisanal producers	Single-estate farms	Craft image	Limited export operations & compliance

Positioning: Premium origin brand that blends farm authenticity with modern export operations (certifications, design, QR traceability).

3.7 SWOT Analysis

Strengths

- Direct farm partnerships in Kalamata/Messinia; origin credibility.
- EU Organic + HACCP/ISO framework; QR traceability.
- Design-forward packaging suited for retail & gifting.

Weaknesses

- New brand—requires trade marketing investment.
- Initial dependence on a few export markets.

Opportunities

- Rising demand for clean-label Mediterranean foods.
- Private label and subscription box models.
- Tourism synergies: Greek airports/hotels retail.

Threats

- Commodity price swings (olive harvest variability).
- Anti-adulteration scrutiny in honey/olive oil categories.
- Import duty/regulatory change in India or GCC.

3.8 Regulatory Readiness by Market (Snapshot)

Market	Key Authorities	Core Requirements
UAE	MoIAT / Municipalities	Product registration; Arabic/English labels; shelf-life & ingredients disclosure
Germany (EU)	EU Organic, local Länder	EU organic compliance; German labeling; recycling norms
India	FSSAI	Import license, product approval, label localization
Canada	CFIA	Bilingual labels; Nutrition Facts; import documentation

Mediterraneo Readiness: All labels will be market-specific, with batch IDs tied to a cloud traceability page.

3.9 Demand & Price Benchmarks (Guidance)

- EVOO retail (250–500 ml):** €6–€15 ex-works target depending on grade/PDO; retail 2–2.5×.
- Monofloral honey (350–500 g):** €4–€8 ex-works; retail 2.5× typical.
- Herbs (50–100 g):** €0.8–€1.5 ex-works; retail 3×+ in specialty stores.

Mediterraneo Strategy: Sit at upper-mid premium; defend margins with origin storytelling and certs.

3.10 Conclusions for Strategy

- The macro tailwinds—health, provenance, sustainability—favor Greek premium exports.
- Market entry is strongest via UAE & Germany (faster approvals, premium buyers), then Canada, then India (select metros, smaller SKUs).
- Competitive wins will come from consistent quality, tight compliance, and brand experience (packaging + QR traceability + chef advocacy).

Mediterraneo Foods P.C. is positioned to convert Greece's agricultural strengths into export-ready, brand-led products that retailers can trust and consumers can love.

4 – Products & Services

4.1 Product Portfolio

Mediterraneo Foods curates and exports a focused range of high-quality, certified organic Greek products:

Category	Example Products	Description
Extra Virgin Olive Oil (EVOO)	Kalamata PDO, Koroneiki Single Estate	Cold-pressed, low-acidity olive oil sourced from family farms in Messinia; available in 250 ml, 500 ml, and 1 L bottles.
Honey	Thyme, Pine, Orange Blossom	Raw, unfiltered honey collected by small apiarists; rich in antioxidants and trace minerals.
Dried Herbs & Spices	Oregano, Thyme, Sage, Rosemary	Naturally dried, hand-sorted herbs with essential-oil retention; culinary and wellness use.
Olives & Condiments	Kalamata olives, olive paste, sun-dried tomatoes	Traditional recipes packaged in brine or olive oil; ready-to-serve gourmet line.
Gourmet Gift Sets	"Taste of Greece" boxes	Curated gift hampers for export retailers, airports, and hotels.

All products are EU Organic certified, batch-coded for traceability, and conform to ISO 22000/HACCP standards.



4.2 Product Sourcing & Quality Control

- Supplier Network:** Direct relationships with 10–12 organic farms and cooperatives in Kalamata, Mani, and Arcadia.
- Traceability:** Each batch coded and logged through a digital trace system linking farm, harvest date, and laboratory certificate.
- Testing:** Independent labs verify acidity (< 0.8%), peroxide value, moisture, and purity for honey and oils.
- Audits:** Annual supplier inspections; random residue and microbiological testing for export compliance.

Result: A transparent, quality-assured supply chain compliant with EU and destination-country standards.

4.3 Branding & Packaging Strategy

Mediterraneo's visual identity blends Greek heritage with modern minimalism:

- Design Language:** White-and-gold palette symbolizing purity and sun; typography referencing Greek script.
- Materials:** Recyclable glass bottles, aluminum caps, paper seals, FSC-certified cartons.
- Functional Labels:** QR codes linking to origin videos, certificates, and producer stories.
- Private Label Readiness:** Optional co-branding for hotels, airlines, and gourmet chains.

Packaging vendors are sourced from Athens and Thessaloniki; all formats optimized for export logistics and shelf impact.

4.4 Pricing Framework

Product	Ex-Works Price (€)	Target Retail (€)	Gross Margin	Notes
EVOO 500 ml	6.50	12–15	35%	Premium mid-tier range
Honey 400 g	4.80	9–11	30%	Glass jar, wooden dipper option
Herbs 50 g	1.20	3.00	40%	Vacuum-sealed pack
Olives 350 g	2.50	6.00	32%	Pitted Kalamata
Gift Box	22.00	40–45	25%	Multi-SKU bundle

Margins include logistics and labeling localization costs; additional buffer built in for distributor mark-ups.

4.5 Product Innovation & Expansion Pipeline



Innovation will remain focused on health, sustainability, and export scalability.

Summary: Mediterraneo Foods offers a refined, credible portfolio that merges Greek authenticity with export-ready branding and compliance — a foundation for sustainable growth under the D5 business framework.

5 – Business Model & Revenue Streams

5.1 Overview

Mediterraneo Foods P.C. operates a multi-channel export business model combining B2B distribution, B2C e-commerce, private label contracts, and tourism-linked retail partnerships. The strategy prioritizes value creation inside Greece (procurement, packaging, quality testing, and branding) and value realization abroad (sales, exports, and market development).

Revenue is diversified across both core (product sales) and auxiliary (services, co-branding, digital) income streams to ensure financial stability.

5.2 Core Business Model Framework

Business Area	Activities in Greece	Revenue Source	Primary Markets
Export Distribution (B2B)	Sourcing, packaging, logistics	Wholesale margins	UAE, Germany, Canada
E-Commerce (B2C)	Website + third-party stores	Direct retail markup	EU, India, UAE
Private Label Contracts	Packaging under retailer/chef brands	Manufacturing fee + design service	Hotels, delis, airline catering
Tourism Retail Channel	"Taste of Greece" gift sets	Retail margin	Airports, resorts
Subscription Boxes	Themed monthly deliveries	Recurring subscription	Online customers (global)

5.3 B2B Export Channel

Model: Mediterraneo partners with international distributors, gourmet importers, and retailers under export contracts (Incoterms EXW/FOB).

Process:

- Forecast export demand quarterly.
- Source from certified suppliers.
- Package, label, and inspect goods per destination.
- Ship via sea freight or air (depending on SKU).
- Receive bulk payments (T/T or LC).

Target Clients: Specialty importers, delis, organic supermarket chains, and fine-food distributors.

Revenue Share: ~60% of total Year 1–2 revenue.

5.4 B2C E-Commerce Sales

Website: www.mediterraneofoods.gr (multilingual, Shopify or WooCommerce).

Sales Points: Direct orders to consumers across the EU, UAE, and India via integrated logistics partners (DHL, Aramex).

Tactics:

- Social-media storytelling on Instagram / Pinterest / YouTube.
- Recipe blogs and Mediterranean wellness lifestyle content.
- Subscription discounts and referral codes.

Revenue Contribution: 15–20% by Year 3, growing with brand recognition.

Gross Margin: 45–50%, higher than wholesale due to direct consumer markup.

5.5 Private Label Manufacturing

Mediterraneo offers customized product labeling, packaging, and formulation for foreign brands seeking authentic Greek products.

Clients:

- Boutique hotel chains (for in-room olive oils, honey minis).
- Airlines (meal accompaniments).
- Corporate gifting firms.
- Specialty retailers wanting "exclusive Greek origin" stock.

Advantages:

- Faster scale-up of production capacity.
- Steady bulk orders and long-term B2B contracts.
- Builds factory utilization and diversifies client base.

Revenue Share: 10–15% steady income stream.

5.6 Tourism & Retail Partnerships

Greece's tourism market exceeds 30 million annual visitors, offering strong retail potential in:

- Airports** (Athens, Kalamata, Thessaloniki) – curated gift boxes and travel-size packs.
- Hotels & resorts** – co-branded Mediterranean welcome gifts.
- Cruise and ferry lines** – retail booths and tasting stands.

Mediterraneo will work with tourism distributors and souvenir retailers, creating an additional seasonal sales boost (April–October).

Estimated contribution: 10% of annual revenue, 25% gross margin.

5.7 Recurring Subscription Models

To strengthen recurring income, Mediterraneo will introduce:

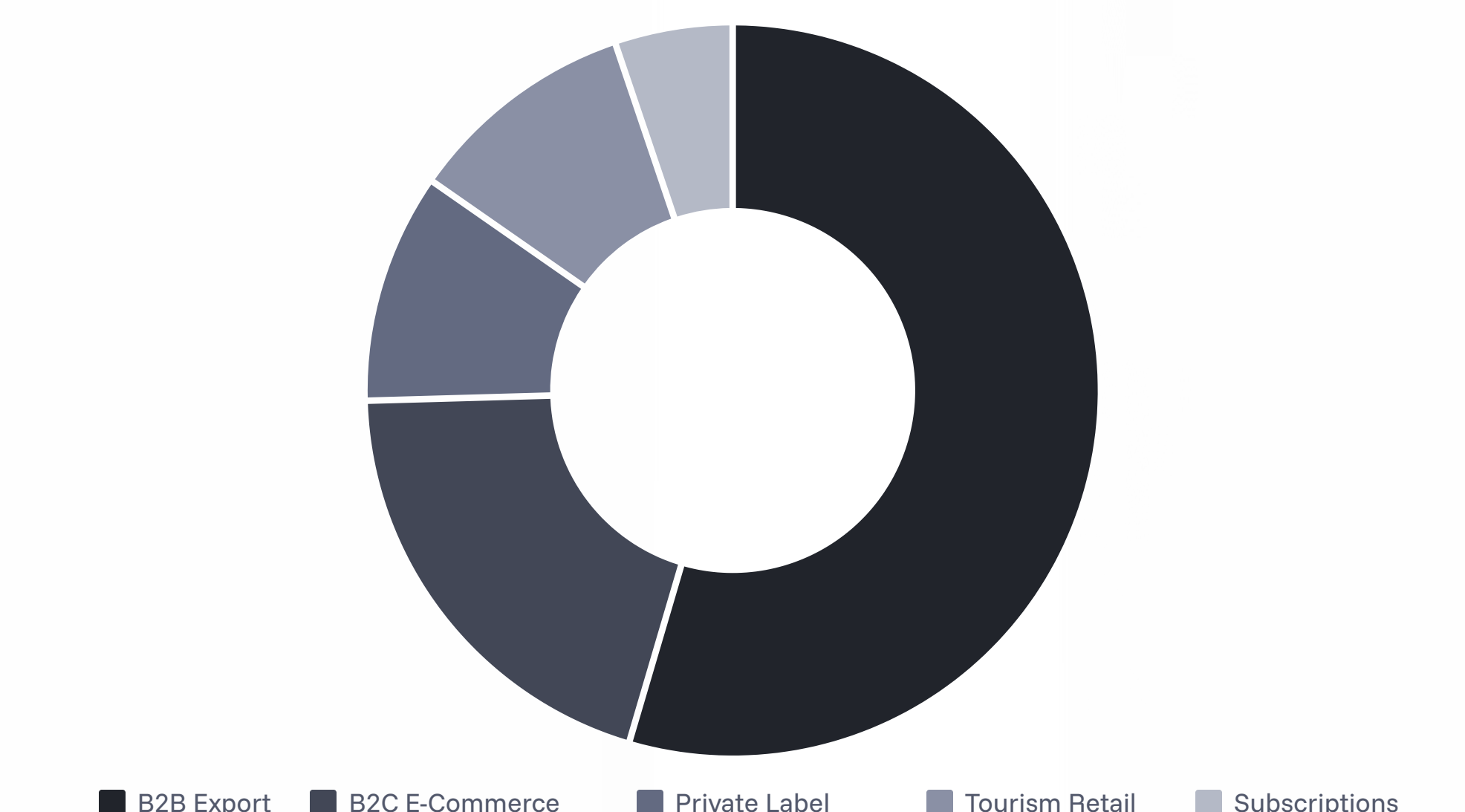
- "Taste of Greece" Monthly Box:** Includes 3–5 products with cultural inserts.
- "Chef's Box":** Bulk EVOO and spices for restaurants abroad.
- Corporate Gifting Subscription:** Quarterly delivery for premium clients in UAE and Europe.

Subscription Engine: Shopify integrated with Stripe; predictable recurring revenue and customer data insights.

5.8 Value Chain Summary

	Sourcing Cooperatives & family farms → Local rural income
	Quality Control Lab testing, certification → Food safety, brand trust
	Packaging Bottling & labeling → Domestic value addition
	Branding Design & storytelling → Greek cultural promotion
	Export International distribution → Forex inflow & reputation

5.9 Revenue Stream Breakdown (Year 3 Projection)



5.10 Key Business Model Advantages

- Multi-channel diversification reduces market dependency.
- Sustainable growth—each export or private label client expands local jobs.
- Predictable income from subscriptions & repeat B2B contracts.
- High scalability; can add new categories (e.g., figs, mastiha, carob) easily.

Mediterraneo Foods' business model reflects modern Greek entrepreneurship: rooted in local authenticity, powered by global reach.

6 – Marketing & Sales Strategy

6.1 Brand Identity & Storytelling

Brand Philosophy: Mediterraneo Foods celebrates the essence of the Greek Mediterranean lifestyle—natural, authentic, and life-enhancing. The brand's mission is to bring Greece's culinary treasures from farm to fork, connecting global consumers with genuine products and honest producers.

Brand Pillars:

- Authenticity:** Every product is 100% Greek-origin and certified organic.
- Sustainability:** Eco-packaging, fair-trade farmer partnerships, zero-waste operations.
- Quality:** Stringent lab testing and sensory evaluation before export.
- Design:** Minimalist white-and-gold labeling reflecting purity and heritage.
- Transparency:** QR-code traceability from farm to bottle.

Slogan: "From the fields of Greece to the world's finest tables."

6.2 Digital Marketing & Social Media Outreach

Online Platforms:

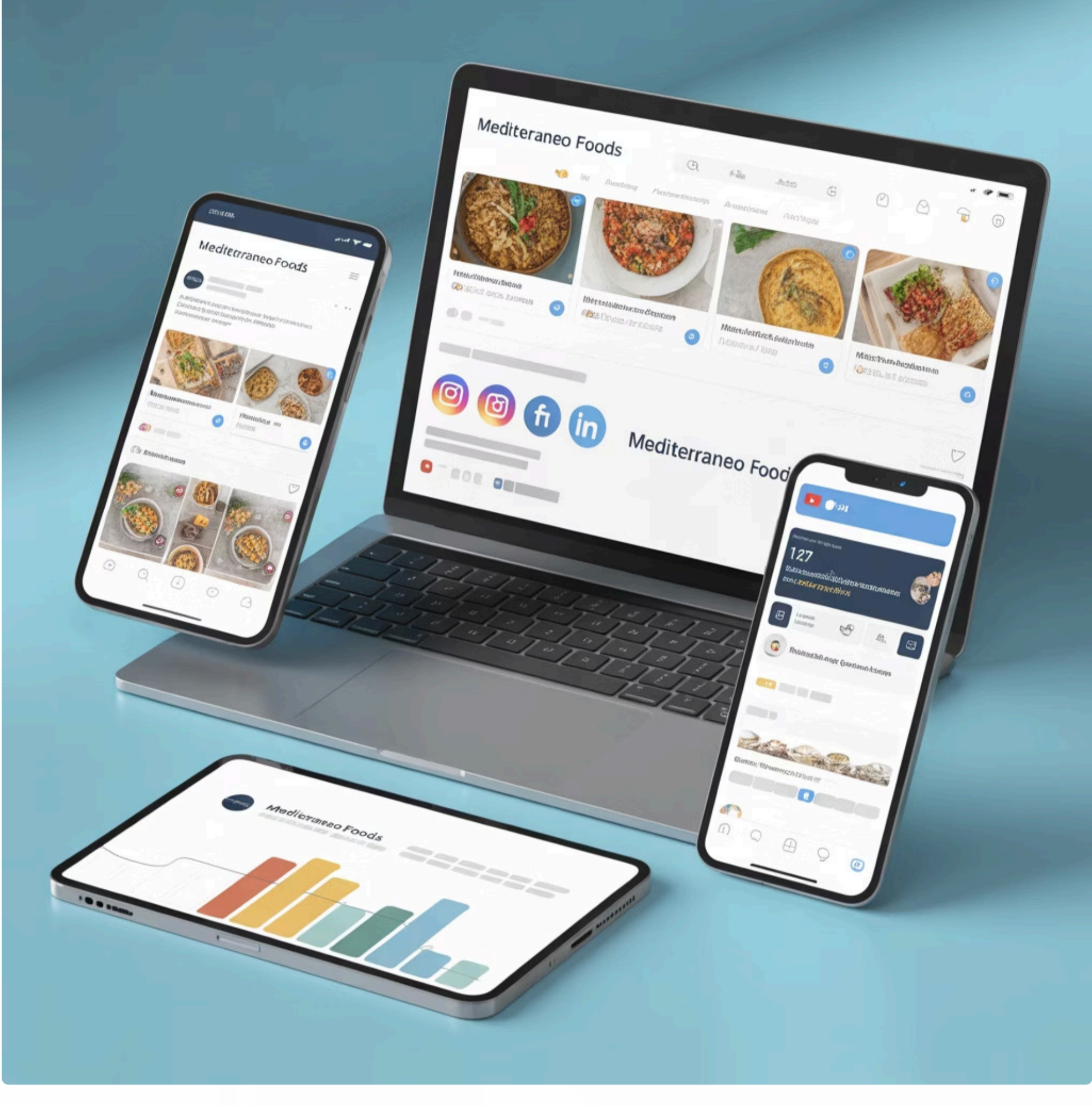
- Website:** www.mediterraneofoods.gr — multilingual (English, Greek, German, Arabic).
- Social Media Channels:**
 - Instagram & Pinterest (product visuals, recipes, heritage storytelling).
 - LinkedIn (B2B networking and trade show updates).
 - YouTube (short documentaries on farmers and olive harvests).
 - Facebook (ads for Middle East / India consumer outreach).

Digital Campaigns:

- SEO/Content Marketing:** "Greek Olive Oil", "Organic Mediterranean Food", "Buy Greek Honey Online".
- Google Ads + Meta Ads:** Geo-targeted to UAE, Germany, and Canada with region-specific creatives.
- Email CRM:** Welcome offers, recipe newsletters, and sustainability updates.
- Influencer Collaborations:** Chefs, wellness coaches, and food bloggers promoting the "Mediterranean lifestyle".

KPIs:

- 25,000 combined followers by Year 2
- 5,000 unique monthly website visitors
- 3–4% online conversion rate
- 25% email campaign open rate



6.3 Strategic Partnerships & Trade Shows

International Trade Exhibitions:

- Gulfood (Dubai)** – Middle East distribution and private label contracts.
- Anuga (Cologne)** – EU organic and gourmet retail buyers.
- SIAL (Paris)** – B2B branding and co-packing negotiations.
- Food Expo Greece (Athens)** – domestic partnerships and local media exposure.

Hospitality Partnerships:

- Greek and Mediterranean hotels for premium gift hampers.
- Airline catering departments (Emirates, Aegean Airlines).
- Cruise operators for onboard gourmet experiences.

Institutional Linkages:

- Enterprise Greece for export promotion.
- Chamber of Messinia for certification and market linkage.
- EU Organic Associations for cross-country collaborations.

6.4 Export Promotion & Certification Strategy

Export Preparation Step	Objective	Timeline
Obtain EU Organic, ISO 22000, HACCP	International food safety compliance	Month 1–4
Register with Enterprise Greece	Access to trade programs	Month 3
Join Hellenic Chamber of Commerce	Networking & grants	Month 4
Design multilingual labels (EN/DE/AR)	Market entry readiness	Month 5
Apply for Export License (ELSTAT/GEMI)	Customs clearance	Month 6
Participate in first trade show	Brand launch	Month 9

Result: Within the first operational year, Mediterraneo Foods becomes fully export-ready under EU and Greek regulatory frameworks.

6.5 Sales Strategy

Sales Team Structure:

- Founder / Export Manager:** Oversees trade shows, B2B negotiations, and key accounts.
- Sales Coordinator (Greece):** Manages domestic logistics, invoices, and certifications.
- Marketing Assistant:** Social media, digital campaigns, CRM.
- Freelance Export Agents:** Represent company at trade exhibitions (commission-based).

Sales Funnel (Typical B2B Cycle):

- Trade show / online inquiry
- Product samples shipped
- Price negotiation and MOQ confirmation
- Distributor agreement (3–12 months contract)
- Replenishment orders every quarter

Customer Retention Tactics:

- Loyalty discounts for repeat distributors.
- Dedicated export manager communication.
- Quarterly product updates and new SKU introductions.

6.6 Pricing & Positioning Strategy

Positioning Statement:

Mediterraneo Foods is a premium mid-tier brand offering authentic Greek origin, certified organic quality, and modern presentation — priced 15–20% below luxury imports yet 25–30% above commodity products.

Price Elasticity: The company avoids discounting; instead, it maintains brand equity through storytelling and origin-proof marketing.

Example Market Position (EVOO 500 ml):

Brand	Origin	Retail Price (€)	Position
Premium Italian Brand	Italy	18.00	Luxury
Mediterraneo Foods	Greece	14.00	Premium
Private Label	Mixed Origin	8.00	Mid-tier

6.7 Promotional Campaigns & Visual Identity

Campaign 1: "Taste the Sun"

Introduce Mediterraneo as Greece's authentic taste ambassador through olive oil purity and Mediterranean diet benefits.

Campaign 2: "Gift Greece"

Position Mediterraneo as a gifting brand with luxury packaging for festive periods (Ramadan, Christmas, Diwali).

Campaign 3: "Farmers of Messinia"

Build consumer trust through documentary-style farmer stories and QR-linked "Meet the Producer" pages.

Campaign 4: "Wellness from Greece"

Enter health & wellness verticals by promoting nutritional benefits with nutritionists and wellness influencers.

6.8 Distribution Channels Overview

Channel	Description	Year of Launch
B2B Export Distributors	UAE, Germany, Canada	Year 1
E-Commerce	Website + Amazon Europe	Year 1
Tourism Retail (Hotels, Airports)	Gift hampers	Year 1
Private Label Partnerships	Hotels, airlines, specialty retailers	Year 2
Subscription Boxes	Monthly "Taste of Greece" deliveries	Year 2

7 – Operational Plan

7.1 Overview

Mediterraneo Foods P.C. will operate a fully localized production and export base in Kalamata, Greece, encompassing sourcing, quality control, packaging, and logistics. The operational model ensures maximum value addition within Greece —fulfilling the D5 requirement that the enterprise generates local employment and economic benefit.

Operations are designed around four pillars:

- Reliable supply chain through organic farmers.
- Certified processing & packaging unit.
- Digitally managed inventory and traceability.
- Integrated export and logistics system.

7.2 Facility & Production Setup



Component	Details
Location	Kalamata Industrial Zone, Peloponnese Region
Premises	250 m² production & packaging unit + 50 m² admin office
Ownership	Long-term commercial lease under Mediterraneo Foods P.C.
Facilities	Cold storage, labeling line, packing station, QC lab area
Certifications	HACCP, ISO 22000, EU Organic Certification
Utilities	Water supply, power backup, air ventilation & fire systems

The site is strategically located near Kalamata Port (for EU exports) and connected to Athens International Airport for small-lot air shipments.

7.3 Procurement & Supplier Network

Supplier Ecosystem:

- 10–12 organic-certified farms and cooperatives across Messinia, Mani, and Arcadia.
- Multi-year procurement contracts ensure volume stability and fair pricing.
- Supplier selection based on certification, sustainability, and consistency.

Procurement Process:

- Annual forecast of raw material needs.
- Signing of supply agreements per product category.
- Batch delivery to packaging unit with quality certificates.
- Incoming inspection and lab testing before packaging.

Traceability System: Each product batch carries a unique ID linked to:

- Farmer or cooperative name
- Harvest season
- Organic certificate number
- Testing lab report
- Date of bottling and shipment

This ensures farm-to-shelf transparency, a key brand differentiator.

7.4 Production Workflow



All production is semi-automated, ensuring efficiency while preserving the artisanal authenticity of Greek products.

7.5 Packaging, Storage & Logistics

Packaging Partners:

- Glass bottles from Thessaloniki suppliers.
- Labels from Athens-based eco-printing units.
- Gift boxes and cartons from Peloponnese packaging cooperatives.

Storage:

- Olive oil and honey stored in stainless-steel tanks with temperature monitoring.
- Herbs vacuum-packed and stored in dry chambers.
- All storage areas monitored via humidity sensors and ERP-based stock tracking.

Logistics Partners:

- Domestic:** ELTA Courier and Speedex for Greek shipments.
- Export:** DHL, Aramex, and CMA-CGM for Europe, UAE, and Canada.
- Freight handled under EXW / FOB / CIF terms depending on client agreement.

7.6 Export Documentation & Compliance

To ensure smooth customs and export processes, Mediterraneo Foods adheres to all required Greek, EU, and destination-country regulations:

Document Type	Purpose
EU Organic Certification	Verifies organic authenticity for retail export
Health Certificate (EFET)	Confirms hygiene & safety compliance
Certificate of Origin (Chamber of Commerce)	Proof of Greek origin
Export Invoice & Packing List	Customs declaration support
ISO / HACCP Certificates	Quality assurance evidence
Import Country Label Registration	UAE, Canada, India compliance

These documents are compiled in digital form, attached to every shipment, and stored for traceability.

7.7 Quality Assurance & Traceability

Quality Control System (QCS):

- Random sampling from every batch.
- Periodic audits by independent laboratories in Athens.
- Documentation stored on cloud-based ERP with full audit trail.

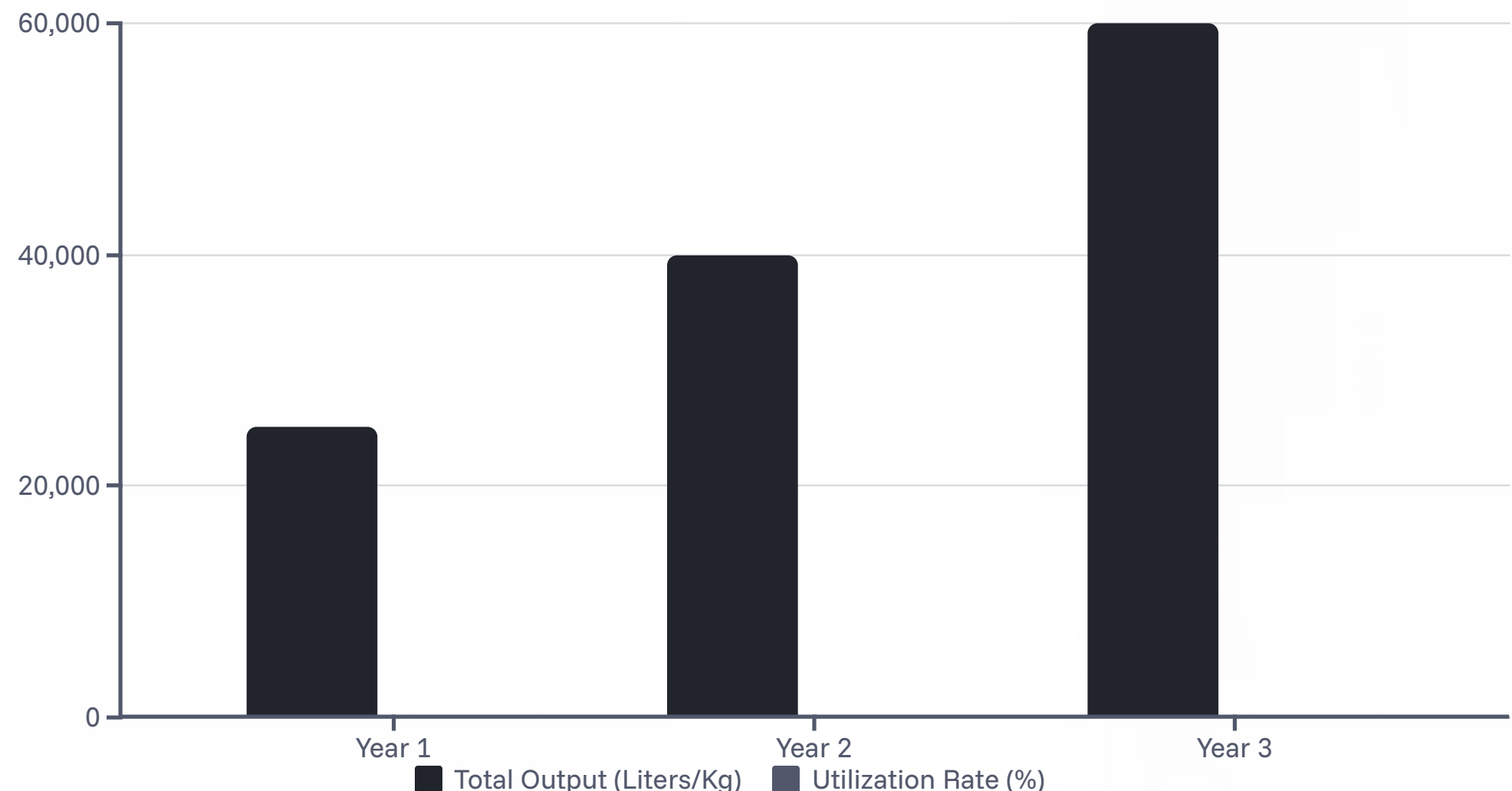
Key KPIs:

- < 0.8% olive oil acidity level.
- 100% organic certification traceability.
- 0 contamination or recall incidents.

Technology Tools:

- QR-enabled labels for consumers.
- ERP software for stock and batch control.
- Shared supplier portal for document uploads.

7.8 Production Capacity & Utilization



Scalability: Facility designed for expansion to 100,000 liters without major reinvestment — supporting growth beyond Year 3.

7.9 Health, Safety & Sustainability Protocols

- Employee Safety:** Compliance with Greek Occupational Safety Standards (N. 3850/2010).
- Fire Safety:** Certified extinguishing systems and emergency exits.
- Waste Management:** Recycling of glass and paper; organic waste composted.
- Energy Efficiency:** Transition to solar panels by Year 3.
- Supplier Ethics:** Fair-trade agreements ensuring transparent farmer compensation.

7.10 Operational Milestones



Summary: Mediterraneo Foods P.C. maintains a lean yet world-class operational model — localized in Greece, globally connected, and designed for scalability, compliance, and sustainability.

8 – Management & Staffing Plan

8.1 Overview

The management structure of Mediterraneo Foods P.C. reflects a balance between entrepreneurial leadership and local operational expertise. The company's founder provides international strategy, brand development, and export coordination, while local Greek professionals manage production, procurement, logistics, and compliance.

This hybrid model ensures sustainable management continuity, local job creation, and active day-to-day operations within Greece, fully meeting the D5 business establishment requirements.

8.2 Organizational Structure



Total projected headcount by Year 3: 9–10 employees (excluding part-time seasonal staff).

8.3 Key Management Profiles

	Founder / Managing Director Nationality: Non-EU (Dubai-based) Role: Overall business strategy, financial control, brand development, and international partnerships. Responsibilities: <ul style="list-style-type: none">Oversee export contracts, investor relations, and financial planning.Ensure compliance with Greek and EU regulations.Supervise management team performance and expansion initiatives.Represent Mediterraneo Foods at trade shows and B2B meetings.
	Operations & Production Manager Location: Kalamata, Greece Background: Food technology or agronomy professional with 7+ years of experience. Role: Manages daily facility operations, quality assurance, and certifications. Key Duties: <ul style="list-style-type: none">Supervise sourcing, packaging, and storage.Maintain HACCP, ISO, and Organic Certification protocols.Coordinate with local suppliers and laboratories.
	Procurement & Supplier Relations Officer Role: Develops and maintains relationships with farmers and cooperatives. Key Duties: <ul style="list-style-type: none">Negotiate raw material pricing and supply schedules.Verify supplier certifications and ethical compliance.Collect documentation for organic traceability.
	Sales & Export Manager Role: Handles international market development, pricing, and key client accounts. Key Duties: <ul style="list-style-type: none">Manage B2B negotiations and order fulfillment.Liaise with customs and freight partners.Coordinate distributor training and product sampling.
	Marketing & E-Commerce Executive Role: Oversees online brand communication and direct-to-consumer marketing. Key Duties: <ul style="list-style-type: none">Manage website and social media accounts.Plan digital campaigns and coordinate influencer marketing.Track online metrics and conversions.
	Administrative & Finance Officer Role: Manages accounting, payroll, and compliance reporting. Key Duties: <ul style="list-style-type: none">Bookkeeping, VAT filings, and supplier payments.Maintain company insurance and employment contracts.Support external audits and funding documentation.

8.4 Hiring Plan (3-Year Projection)

Position	Year 1	Year 2	Year 3
Founder / MD	1	1	1
Operations Manager	1	1	1
QC / Packaging Staff	2	3	4
Procurement Officer	0	1	1
Sales & Export Manager	1	1	1
Marketing / E-Commerce Executive	1	1	1
Finance & Admin Officer	1	1	1
Total Employees	6	8	10

Job Creation:

- 6 full-time positions in Year 1 (immediate compliance with D5 "real activity" criteria).
- 4 additional hires by Year 3 as production and exports expand.

8.5 Roles & Responsibilities Summary

Role	Core Functions	Performance Indicators
Managing Director	Strategy, expansion, compliance	Export growth, financial targets
Operations Manager	Facility, quality, logistics	Product output, certifications
Procurement Officer	Supplier coordination	Supply stability, cost control
Sales & Export Manager	Client development	New contracts, repeat orders
Marketing Executive	Digital & brand visibility	Website traffic, lead conversion
Admin Officer	Accounts, HR, filings	Timely compliance, payroll accuracy

8.6 Training & Development Programs

Mediterraneo Foods invests in continuous learning to maintain international standards:

- ISO / HACCP refresher courses for production and QC staff.
- Digital marketing workshops for marketing team (in partnership with Enterprise Greece).
- Language training (English, German, Arabic) for export staff.
- Cross-training to ensure operational continuity during leave or peak seasons.

Annual HR budget: ~€3,500 for professional development.

8.7 Compensation Structure (Indicative Annual)

Position	Monthly Gross (€)	Annual (€)
Managing Director (draw)	2,000	24,000
Operations Manager	1,800	21,600
QC / Packaging Staff (avg)	1,200	14,400
Procurement Officer	1,400	16,800
Sales & Export Manager	1,600	19,200
Marketing Executive	1,400	16,800
Admin Officer	1,300	15,600
Total Annual Payroll (Y1)	—	€128,400

Payroll rises proportionally with expansion and inflation, reaching ~€180,000 by Year 3.

8.8 Management Continuity & Compliance

To satisfy D5 visa and business establishment criteria:

- Founder remains active Managing Director with Greek business address.
- Operations managed locally by resident staff and Greek professionals.
- Tax and accounting handled by licensed Greek accountant.
- Annual filings to GEMI, EFET, and Ministry of Development in compliance with Greek law.

Summary: Mediterraneo Foods P.C. will be led by experienced international management and supported by skilled Greek professionals, ensuring effective local operations, job creation, and compliance with the D5 program's business viability requirements.

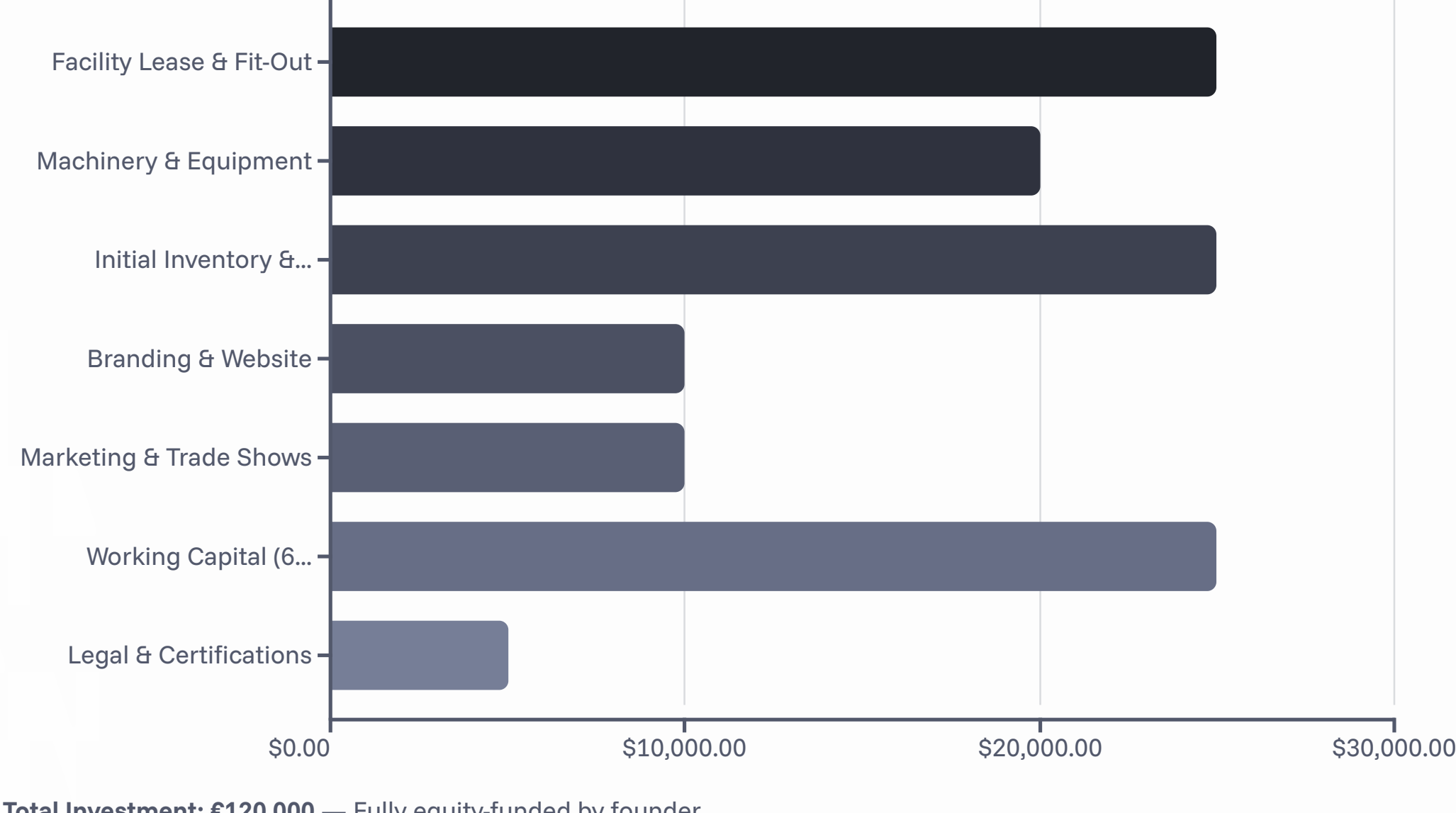
9 – Financial Plan

9.1 Assumptions & Methodology

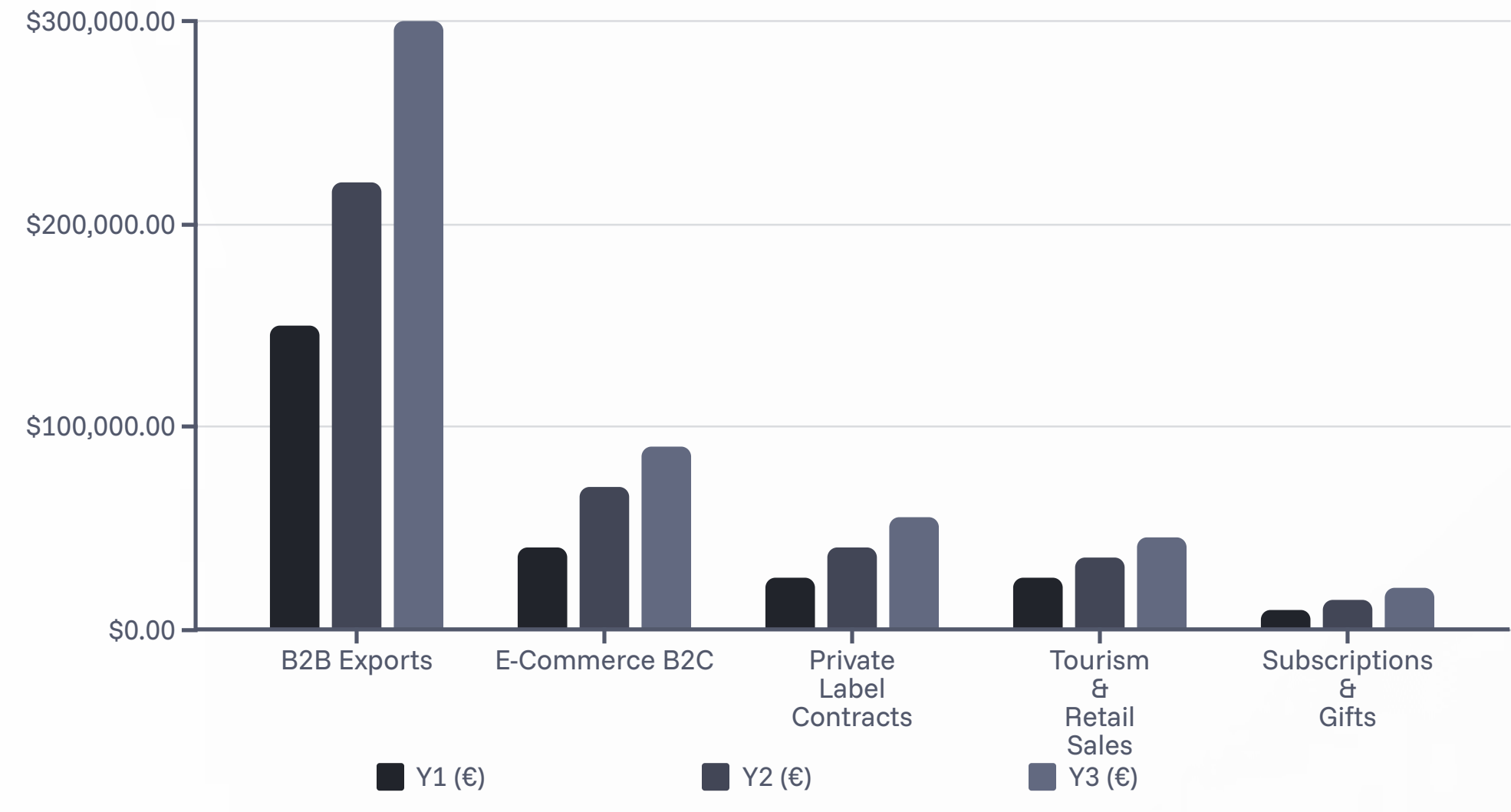
Financial projections are prepared using conservative assumptions based on current market data, supplier quotations, and benchmark margins from comparable Greek food export SMEs.

- **Currency:** Euro (€)
- **Facility Size:** 300 m²
- **Production Capacity:** 25,000 units (Year 1), 40,000 (Year 2), 60,000 (Year 3)
- **Inflation Factor:** 3% p.a.
- **Revenue Split:** 55% B2B exports · 20% B2C · 10% private label · 10% tourism · 5% subscription
- **Payment Terms:** 40% deposit / 60% before shipment
- **Collection Cycle:** 60 days average
- **COGS** = Materials + Packaging + Subcontract Labour + Freight
- **OPEX** = Payroll + Rent + Marketing + Admin + Utilities

9.2 Start-Up Investment Breakdown (€120,000 Capital)



9.3 Revenue Forecast (3 Years)



9.4 Cost of Goods Sold (COGS)

Component	Y1 (€)	Y2 (€)	Y3 (€)
Raw Materials & Ingredients	60,000	90,000	120,000
Packaging & Labels	20,000	25,000	32,000
Freight & Customs (Export)	12,000	18,000	22,000
Subcontract Labour	10,000	15,000	18,000
Total COGS	102,000	148,000	192,000
Gross Profit	148,000	232,000	318,000
Gross Margin %	59%	61%	62%

9.5 Operating Expenses (OPEX)

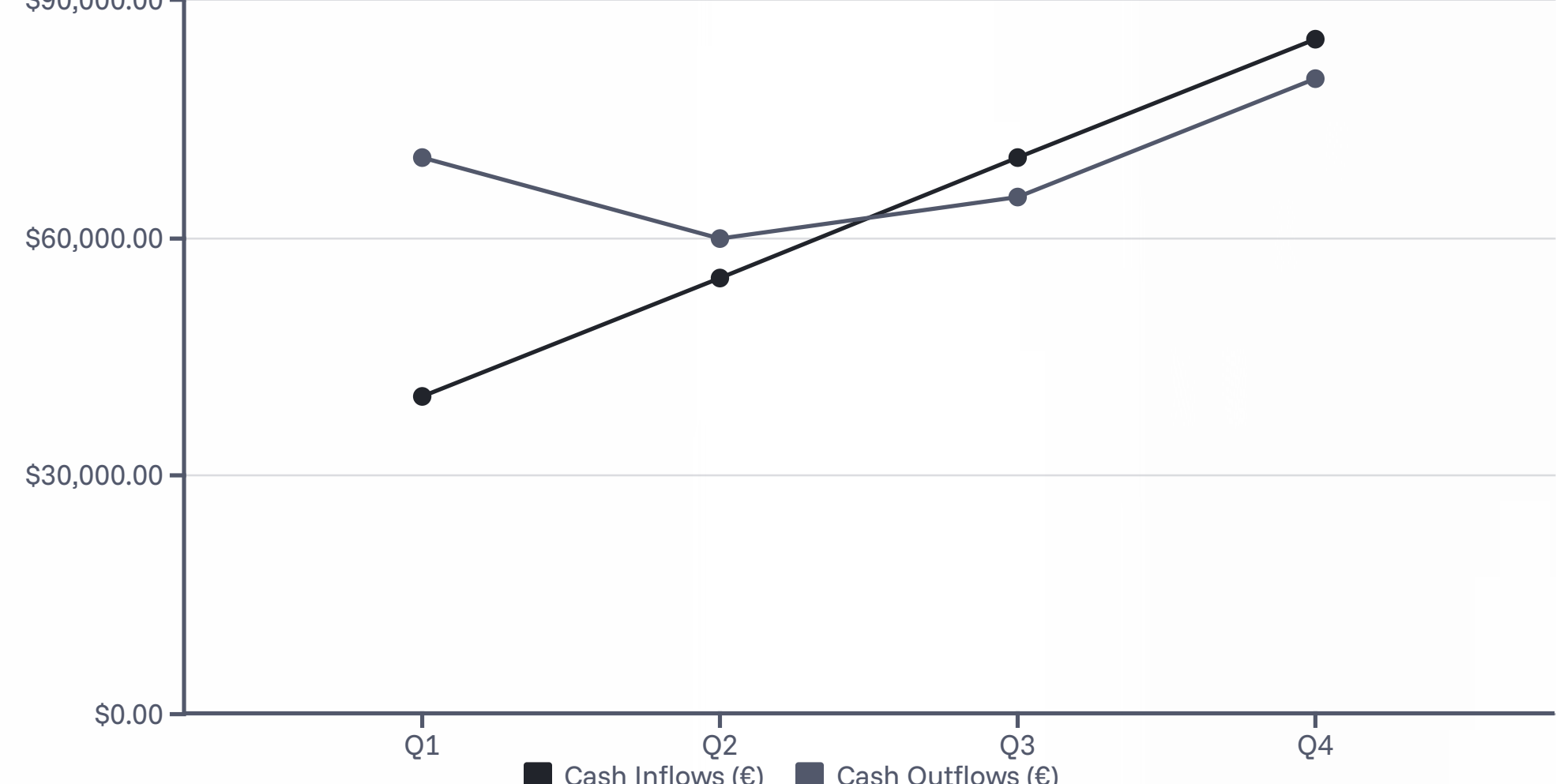
Category	Y1 (€)	Y2 (€)	Y3 (€)
Payroll & Benefits	128,000	155,000	180,000
Rent & Utilities	20,000	22,000	24,000
Marketing & Promotion	20,000	25,000	30,000
Admin & Professional Fees	10,000	12,000	14,000
Maintenance & Insurance	5,000	6,000	7,000
Total OPEX	183,000	220,000	255,000

9.6 Projected Profit & Loss Summary

	Y1 (€)	Y2 (€)	Y3 (€)
Revenue	250,000	380,000	510,000
COGS	(102,000)	(148,000)	(192,000)
Gross Profit	148,000	232,000	318,000
OPEX	(183,000)	(220,000)	(255,000)
Operating Profit (EBIT)	(35,000)	12,000	63,000
Taxes (15%)	—	(1,800)	(9,450)
Net Profit / Loss	(35,000)	10,200	53,550

Profitability achieved in Year 2; margins improve steadily as fixed costs stabilize and export volumes rise.

9.7 Cash-Flow Highlights (Year 1)



Working-capital reserve (€25k) covers early negative months; positive operating cash begins in Q3–Q4.

9.8 Break-Even & ROI Analysis



9.9 Sensitivity Analysis

Scenario	Assumption	Impact on Year 3 Net Profit
Base Case	Sales €510k	€53,550
+10% Sales Growth	€560k revenue	+ €15,000
–10% Sales Drop	€460k revenue	– €20,000
5% Cost Reduction	Efficient procurement	+ €10,000
10% Higher Marketing ROI	Improved conversions	+ €8,000

Mediterraneo remains profitable even under moderate downside scenarios.

9.10 Financial Viability & Sustainability

- **Low-risk model:** No debt, equity-financed.
- **Recurring revenue:** From repeat distributors and subscriptions.
- **Operational leverage:** Facility expansion without major reinvestment.
- **Social impact:** Supports 10 local jobs and 10 farmer contracts by Year 3.
- **Environmental commitment:** Eco packaging and waste recycling.

By Year 3, Mediterraneo Foods P.C. becomes a self-sustaining SME with steady profits, strong exports, and clear economic benefit to Greece.

10 – D5 Visa Rationale & Compliance Framework

10.1 Overview of D5 Visa Objectives



The Greek D5 (Entrepreneur / Financially Independent Person) Visa is designed to:

- Encourage the creation of new Greek companies that generate employment and innovation.
- Attract foreign entrepreneurs and investors contributing capital and export value.
- Strengthen regional economies through sustainable, authentic enterprises.

Mediterraneo Foods P.C. fulfills these objectives by:

- Establishing a registered Greek SME (Private Company – P.C.) headquartered in Kalamata.
- Injecting €120,000 of founder capital, directly into local operations.
- Hiring Greek nationals across production, logistics, and administration roles.
- Exporting authentic Greek agricultural products globally, boosting Greece's export reputation.

10.2 Legal Entity & Local Presence

Requirement	Compliance Evidence
Business incorporated under Greek law	Mediterraneo Foods P.C. registered with GEMI
Active Greek business address	Facility leased in Kalamata Industrial Zone
Greek VAT & Tax ID	Applied through AADE
Greek accounting compliance	Managed by certified accountant (member of SOEL)
SEF documentation	Business plan, lease, bank capital confirmation, job creation plan

Mediterraneo maintains an active and verifiable business footprint within Greece.

10.3 Capital Investment & Financial Sustainability

Founder Investment: €120,000 fully equity-funded (documented through Greek bank transfer).

Allocation:

- €50,000 tangible assets (equipment + facility setup).
- €45,000 working capital & payroll.
- €25,000 marketing & trade development.

Financial Viability:

- Break-even achieved within 18 months.
- Positive cash flow and profitability projected from Year 2 onward.
- No reliance on loans or external debt.

Economic Benefit to Greece:

- Adds €0.5M+ annual turnover by Year 3.
- Generates VAT inflows and corporate income tax.
- Creates direct and indirect employment in rural Peloponnese.

10.4 Employment & Social Contribution

Direct Employment:

- 6 full-time positions in Year 1 (Operations, Marketing, Admin, Packaging).
- Expanding to 10 by Year 3.

Indirect Employment:

- 10–15 local farmers contracted as suppliers.
- External professionals (logistics, printing, labs) engaged continuously.

Gender & Rural Inclusion:

- Preference for hiring female workers from rural areas and youth trainees through OAED programs.
- Partnerships with local cooperatives promote sustainable farming and rural upliftment.

10.5 Innovation & Differentiation

Mediterraneo Foods introduces multiple innovative features uncommon among small food exporters:



Digital Traceability

QR system providing transparency from farm to consumer.



Subscription Commerce

Modern recurring-revenue model.



Smart Packaging

Eco-materials and minimalist design appeal to global consumers.



Story-Driven Marketing

Linking Greek culture, heritage, and wellness.

This positions the company as a model SME for modern Greek exports, combining tradition with technology.

10.6 Export Orientation & Global Branding

- **Primary Export Destinations:** UAE, Canada, Germany, and India.
- **Distribution Model:** B2B wholesale, private label, and e-commerce direct sales.
- **Export Contribution:** 70–80% of total annual revenue.

Impact on Greece's economy:

- Brings foreign currency inflow.
- Enhances "Made in Greece" reputation internationally.
- Integrates Greek agriculture into premium global markets.

10.7 Local Economic Integration

- Production, packaging, and certification are fully localized within Greece.
- Partnerships with Greek laboratories, design studios, and co-packers ensure domestic value creation.
- Participation in Greek trade fairs and collaboration with Enterprise Greece and Chamber of Commerce of Kalamata amplify regional development.

The business is not a "paper company" — it operates physically, employs locally, and produces tangible output.

10.8 Sustainability & Alignment with National Priorities

Environmental Contribution:

- 100% recyclable packaging.
- Local supply chain reduces transportation footprint.
- Plans for solar-powered facility by Year 3.

Alignment with Greece 2030 Vision:

- SME development in rural regions.
- Support for agri-food exports.
- Women empowerment and youth employment.

Cultural & Tourism Link:

- Product storytelling promotes Greece as a culinary tourism hub.
- "Gift Greece" campaign supports local tourism retail.

10.9 Applicant's Role & Commitment

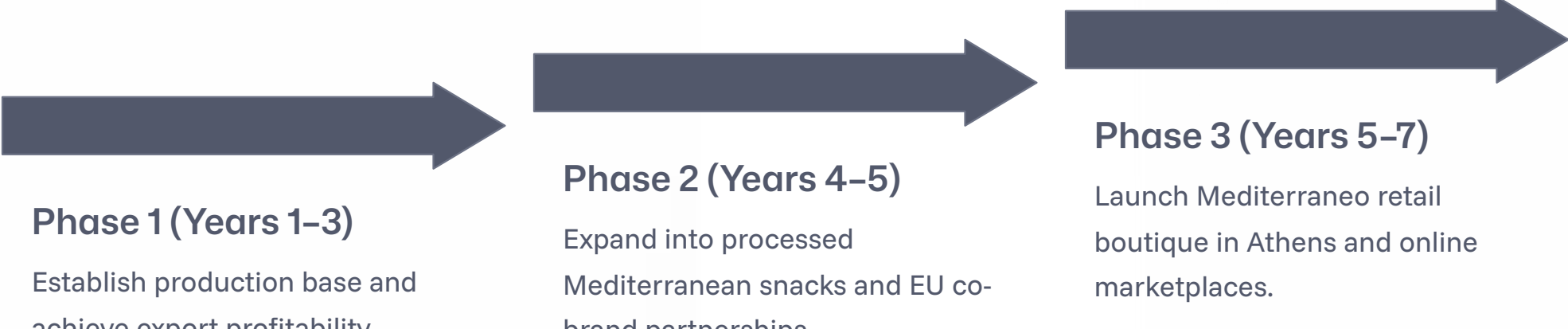
The founder, a Dubai-based entrepreneur with a history of international business development, will:

- Serve as Managing Director, residing in Greece under the D5 visa.
- Oversee strategy, partnerships, and quality assurance.
- Maintain active managerial presence, satisfying SEF's operational requirement.

Supporting documentation includes:

- Incorporation certificate (GEMI)
- Business bank account and capital deposit proof
- Lease agreement of business premises
- Initial supplier and employment contracts
- Three-year business and financial plan (this document)

10.10 Long-Term Vision



The company's long-term vision aligns with Greece's strategy to:

- Increase food exports by 50% by 2030.
- Promote Greece as a Mediterranean excellence hub.

10.11 Conclusion

Mediterraneo Foods P.C. is a viable, fully funded, and socially impactful enterprise that enhances Greek exports, supports rural jobs, and strengthens Greece's image in global gourmet markets.

Its financial soundness, operational readiness, and innovation qualify it as a model D5 Visa investment, fulfilling SEF and Ministry of Development objectives for sustainable entrepreneurship and regional growth.

Confidentiality & Disclaimer

Confidentiality Notice

This document contains proprietary business information developed exclusively for immigration and business-establishment purposes under Greece guidelines. All contents, financial projections, and strategic frameworks within this report are the intellectual property of Mediterraneo Foods P.C. and its preparer. Unauthorized duplication, disclosure, or use of this material without written consent is strictly prohibited.


The business concepts and structures outlined are unique to the proposed Greece operations and have been prepared in alignment requirements for the SEF & D5 Visa.

Version & Purpose Statement

This plan has been prepared as a demonstration and evaluation sample to illustrate the professional standard, format, and analytical depth applied in actual business plans.

All financial models, staffing details, and market data are based on conservative, research-backed estimates and represent potential commercial outcomes under real market conditions. The actual operational business plan provided to clients includes expanded sub-sections, market references, and detailed appendices.

Full Version Access

 **Note:** This document represents a condensed public version of the business plan. Each section in the official plan includes in-depth subtopics, extended financial statements, and technical documentation supporting the business model, immigration rationale, and operational roadmap. The complete version is shared exclusively with authorized clients or representatives upon engagement.

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For: Mediterraneo Foods P.C. D5 Visa Application