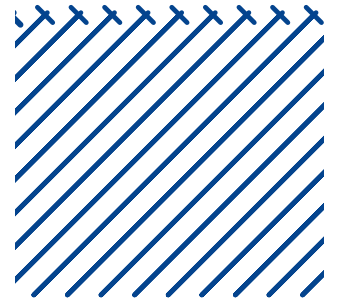


Great Brands inside



Our mark for
2017-18



Company
Profile

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words

from CEO



*There are no secrets to success.
It is the result of preparation, learning
and hard work.*

Zacharias Portokalides (Manager, CEO)



Portokalides Family

The Portokalides family has been active in the fields of furniture, agriculture, auto motives and textiles in Greece and the Balkans since the 1950's. Zacharias, George and Timoleon Portokalides in 2006 started a successful cooperation with Istikbal worldwide, opening the first ISTIKBAL showroom in central Greece. Within a few years, it was developed into a strong brand and rapidly growing network of Furniture showrooms in Greece.



"Success is not final; failure is not fatal: It is the courage to continue that counts." (Winston S. Churchill)



Highlights

forward & beyond





Strong marketing strategy

Our key is developing a marketing strategy that forms a solid foundation for our promotional efforts. We develop a strong marketing foundation by:

IDENTIFYING OUR TARGET MARKET

Identify our ideal customer in terms of income, age, geographic area, revenues, industry, etc.

ALWAYS FIND A NICHE

A niche strategy allows us to focus our marketing efforts and dominate our market.

DEVELOPING AWARENESS

Our belief is that we must maintain a consistent presence to our clients, as a potential customer will have to be exposed to our product 5 to 15 times before they are likely to proceed to a purchase.

KNOWING OUR COMPETITION

Acting in an extremely difficult economic environment and among strong direct competitors :

- watch the competition and plan carefully the next steps.
- remain stable to our principles.
- offer Products and services with added value for our customers, is always our first priority.

MAINTAINING FOCUS

Focus allows for more effective utilization of the scarce resources of time and money.

Before we ever consider developing a brochure, running an ad, implementing a direct mail campaign or even conducting a sales call, we begin by mapping a path to success through the development of a consistent, focused marketing strategy.

BEING CONSISTENT

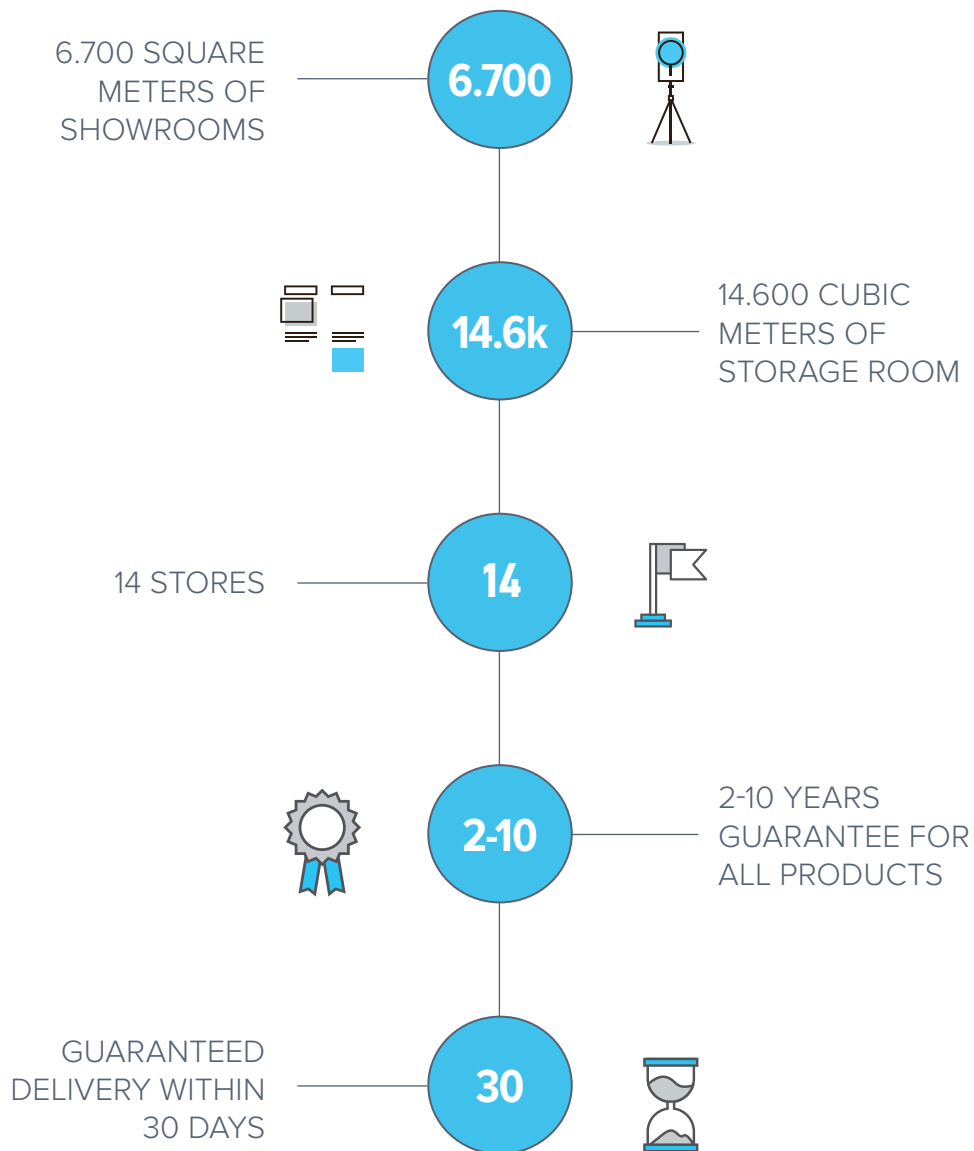
Be consistent in every way and in everything we do. This includes the look of our promotional materials, the message we deliver, the level of customer service, and the quality of the product. Being consistent is more important than having the “best” product. This in part is the reason for the success of all networks.



DEFINING OUR PRODUCT & SERVICE

What are our customers really buying?

facts in numbers



30k
Thirty thousand clients

80
employees

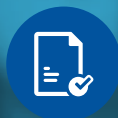
Trustworthy partner for your hotel needs



QUICK DELIVERY STOCK
for your urgent needs



STOCK
Ample spare parts stock



DELIVERY
All over Greece and Cyprus



HOTEL DEPARTMENT
Specialized Hotel Department

Awards

Portokalides Group



Best Hotel Supplier

ATHENS, 23/02/2018



Special Success Award

BERLIN, 09/12/16

Clients



ATLANTICA GROUP HOTELS **ATHENS AVENUE**
SUN PALACE PRINCESS SUN SEA VIEW **IXIAN GRAND HOTELS**
BLUE OCEANIC BOUTIQUE 5 FORUM BEACH MARE BLUE
CLUB ERMIONI PRINCESS ANDRIANA **ATRIUM GROUP HOTELS**
DELPHINA BEACH HOTEL **WYNDHAM GRAND ATHENS**
ALDEMAR RESORTS INO VILLAGE **HYATT** ROYAL MARE
VALLIAN VILLAGE **PALLADIUM HOTEL** HOTEL ZAFOLIA
IONION STAR ANDREA MARE COLIBIA STAR LENA MARI
ACHILLEAS PALACE PORTO BELLO ROYAL OCEANIS KOYROS PALACE RESORT
CALDERA GROUP HOTELS SUMMER TIME SUN BEACH
BLUE SEA PALATIA VILLAGE **POSEIDON LOUTRAKI** CASA HOOK RHODES
GRAND NEFELI **CAPIS GROUP HOTELS** DORIAN INN
LAZART RODOS PRINCESS PORTO BELLO BEACH RETHIMNO PAL-
LINDOS PRINCESS HOTEL KONSTANTIN CRETA RESORT GOLDEN BAY
SIRIOS VIL- **BLUE LAGOON GROUP HOTELS** COLIMBIA BAY
ERMIS HOTEL **ESPERIA GROUP HOTELS** DOLPHIN BAY DIMITRA BEACH
MALEME IMPERIAL PORTO MYRINA PALACE FAROS HOTEL ROMANTIC PALACE

Network stores in Greece

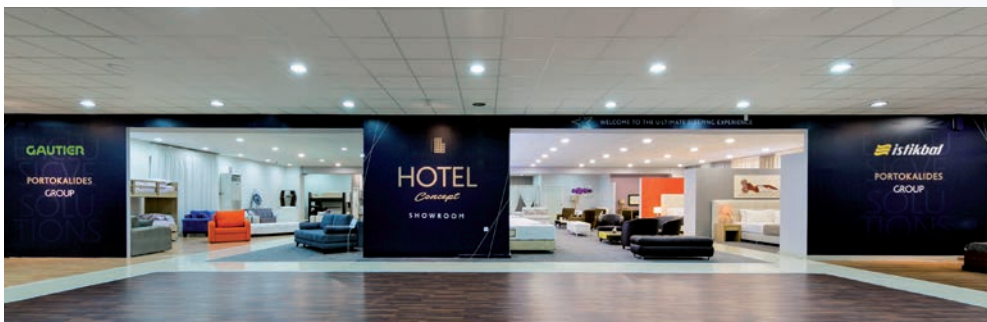
AREAS: Central & West & Southern Greece & Islands



14 STORES



Watch our new store
PROMOTIONAL VIDEO




HOTEL
Concept
SHOWROOM



ATHENS CENTRAL



AGHIA PARASKEVI



AGHIOS DIMITRIOS



MARCOPOULO



LARISA



MELISIA



AGIOS STEFANOS



EGALEO



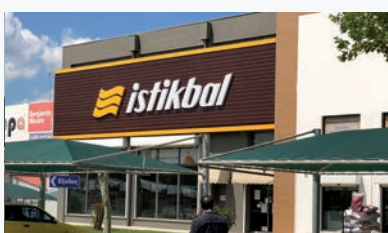
IGOUMENITSA



RODOS



LAMIA



OROPOS



PATRA



CHANIA

Portfolio



Our portfolio strategy includes growing existing brands and discovering new high-potential acquisitions that **align with our values** and offer a long-term outlook for success.

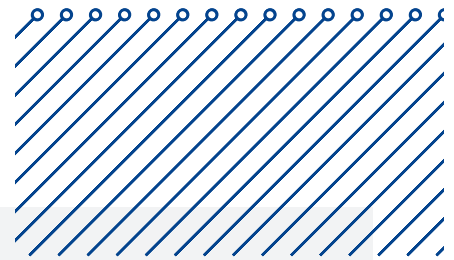
What unites all our businesses is the belief in brand-led growth, based on an understanding of the constantly changing needs of our consumers and the ability to create consumer products that win in the market by delivering superior performance, design and innovation. This commitment has enabled us to build a **strong competitive position** in each of our categories as consumers trust and prefer our brands.

To maintain our leadership position, we nurture and preserve each brand's distinctive identity and purpose.



our brands

and products



 **istikbal**

bedding - furniture



GAUTIER

stylish living



ORMATEK

bedding products



Brand

mattress - furniture



Istikbal is a worldwide leading furniture manufacturer, with over 5.000 sales points around the world!

They offer a wide range of high quality mattresses and bases, sitting groups, bedrooms, dining rooms, young rooms, home textiles, garden furniture with both comfort and style.

Istikbal exports their furniture to over 100 countries worldwide.

Istikbal takes pride in providing a meaningful combination of quality, function, and value





Brand

stylish living

GAUTIER

With stores in over 45 countries around the world, Gautier's French savoir-faire has been well and truly exported and is enticing consumers abroad!

A real ambassador for French elegance, Gautier embodies the spirit of artful living and high quality standards in the manufacturing of its products. Gautier was the first furniture manufacturer to be awarded QSE (Quality, Safety and Environment) triple-certification:

01. ISO 9001 certification since 1994 (quality control),
02. ISO 14001 certification (environment) since 2006,
03. OHSAS 18001 certification (safety) since 2007.





Brand

bedding products

ORMATEK

The Company



17 years

of experience in the furniture industry

25 %

of all mattress sales in Russia

Geography



83

regions of the Russian Federation

400+

outlets in Russia and Kazakhstan

Production



5

manufacturing plants

3 000

mattresses are manufactured by ORMATEK daily

People



4.5 mln 3 500

million users have already appreciated the quality of ORMATEK's mattresses

qualified professionals make the Company's team

Products



114 m²

is the size of the record holder mattress manufactured by ORMATEK

15

mattress firmness zones are created by the innovative SmartSpring pocket springs







Μέλος • Member



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