

ARMENIAC

PRIVATE LABEL CONCEPT

General presentation

The purpose of this concept is to strengthen the image of Your Company with “Colour-Smell-Taste” marketing innovation. As the component for social marketing and producing personalized hand-made gift packages of natural herbal teas which incorporate natural fragrances that support the image of your company associating the ‘natural’ with the quality of your brand.

This kind of combination of Colour, Taste and Smell always helps to reinforce customers to instinctively and quickly identify your company, therefore increasing their confidence in the products.

The Purpose

The main objective of the concept is to create an exclusively private blend of herbal teas (and natural aroma) for your company, which will create the character and the true values of your company, as well as improving corporate image of your company and its members.

The scope of the offer

The scope of the offer includes the following three major components:

1. The unique “YOUR TEA” herbal tea blend will be packed in a special box with your logo. (dependant on your requirement we can also infuse an aroma that will remind your customers about the care and attention you place on the sense of smell).
2. The “AROMA” will smell like your private herbal tea, which will strengthen the customer’s association identifying your company as well as promoting antibacterial and antimicrobial effects for room purification.
3. “YOUR TEA” will be created and produced exclusively for Your Company. The recipe of the blend of herbal tea will be officially presented to you and you will be able to register it as your own, so that “HAM Ltd” will have restricted rights to its production and will not manufacture the recipe without your consent. After the end of the contract with “HAM Ltd” you will have the rights to order the production of that particular tea with any potential producer of herbal teas.

Stages of the process

The private process of creation and production of the PRIVATE LABEL TEA includes the following stages and times which must be taken noted:

1. Initial stage - 30 days
 - a. Negotiation and preparation of the contract.
 - b. Preparation and transfer of questionnaire surveys for evaluating and creating the herbal blend.
 - c. Evaluation, identification of the components and blend preparation.
2. Testing the evaluation stage of the Tea Blends - 1 day
 - a. Invitation of an evaluation team for tea tasting.
 - b. Testing and results of analysis and evaluation for the final estimation of the blend selection.
 - c. Preparation and written confirmation of the choice of the herbal tea.
3. Preparation for the agreement and confirmation of the order - 5 days.
4. “YOUR TEA” and preparation of the “AROMA” - 30 days.
5. Delivery – 5 to 60 days.