



Optiki business services

BOUTIQUE BUSINESS SERVICES FOR ALL

[HTTPS://OPTIKI-BUSINESS.COM/](https://optiki-business.com/)

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- **Optiki** is a boutique **business services** and **actionable consulting** firm specializing in delivering tailored business solutions for small and medium-sized enterprises (SMBs).
- Specialized in **hands-on execution, not just advisory**, helping clients grow, optimize operations, and navigate change. With expertise across 15+ industries and 15+ service areas, we offer flexible, results-driven consulting that adapts to your needs.
- Our mission is to empower SMBs with strategic clarity, operational excellence & sustainable growth.
- Our approach combines deep industry expertise, data-driven analysis, and hands-on implementation to help businesses scale, optimize operations, and improve profitability.
- Headquartered in Athens, Greece, we serve clients around the Globe.

Challenges & Opportunities for SMBs

- **52%** of SMBs operate without a structured business plan or access to professional consulting, leading to inefficiencies and lost growth opportunities.
- Companies that engage with strategic consulting services are **152%** more likely to achieve sustainable success.

SMEs and Consulting Services

✓ Benefits for SMEs from external consulting services:



+5-20% compared to SMEs without consulting support



Reduced operating costs: by 10-15%



Greater success in financing (loans, grants): up to +50%



Faster adoption of digital tools (ERP, CRM, e-commerce)



Better strategic planning and more effective management



Improvement in human resource management (reduced turnover, increased employee satisfaction)

! Without consulting services (typical):



Limited or slow growth



Higher costs due to inefficiencies



Reduced access to sources of financing



Difficulty in digital transformation



Weaker strategy and talent retention

Why Choose Optiki?

✓LEAN & EFFICIENT – FAST, EFFECTIVE, NO WASTE

- We cut through the noise—no bureaucracy, no unnecessary costs, just clear, strategic execution. Our agile approach ensures you get quick, measurable results without the delays of traditional consulting firms.

✓COMPRÉHENSIVE EXPERTISE – 15+ CORE SERVICES

- From financial strategy and business transformation to sales optimization and branding, we cover everything your business needs to scale efficiently and profitably.

✓CUSTOMIZED FOR YOU – MAXIMUM VALUE, SMART INVESTMENT

- Forget cookie-cutter solutions. We tailor every strategy to your specific challenges, ensuring sustainable growth without inflating costs. Your ROI is our priority.

✓INDUSTRY KNOW-HOW

- With experience across 15+ industries (banking, technology, renewables, retail, logistics, and more), we bring specialized knowledge to help your business stand out and thrive.

We offer complete solutions for SMEs businesses, covering nearly 100% of their needs:

Key activities	Solutions
Business Strategy & Positioning:	Business Strategy & Market Positioning, Branding, Strategy, SEO, Digital Marketing, Leads & Marketing Automation, CRM Integration.
Operational Consulting:	Workflow & Operational Consulting, Workflow Automation, AI Dashboards, AI & Data: Document summarization, image analysis, sentiment analysis, reporting.
Customer Experience Design:	Customer Journey Design, Website Development, UX/UI, Hosting, AI Knowledge Assistant, Client Onboarding.
Growth & Expansion Planning:	Growth & Expansion Planning, Integrated Campaigns, Performance Marketing, AI-driven content posting, review automation.
Finance & Admin:	Invoice extraction, receipt tracking.
Customer Support:	AI Chat Assistant, Email Sorting.

1. **Sales Strategy Optimization** – Boost revenue with targeted sales funnels, improved lead generation, and data- driven sales tactics.
2. **Customer Experience Excellence** – Create unforgettable customer journeys that increase satisfaction, retention, and brand loyalty.
3. **Financial Planning & Profitability** – Ensure financial stability with smart budgeting, cash flow optimization, and investment strategies.
4. **Branding & Marketing Mastery** – Stand out with compelling brand storytelling, digital marketing, and high- impact campaigns.
5. **Risk & Crisis Management** – Minimize disruptions with proactive risk assessments and crisis recovery strategies.
6. **Strategic Partnerships & Networking** – Expand your reach with meaningful business collaborations and growth-driven partnerships.
7. **Regulatory & Compliance Support** – Stay compliant, avoid penalties, and navigate complex regulations with confidence.

7. **Business Growth & Optimization** – Unlock new revenue streams, expand market share, and drive long-term success with tailored growth strategies.
8. **Operational Excellence** – Streamline workflows, reduce inefficiencies, and leverage automation to boost productivity and maximize profits.
9. **Leadership & Talent Development** – Build a high-performing team with expert coaching, training programs, and leadership development initiatives.
10. **Business Transformation** – Stay competitive with strategic digital, structural, and cultural transformations that future-proof your business.
11. **ESG & Sustainability** – Enhance your brand reputation and meet global standards with responsible, sustainable business practices. **Project Management** – Deliver projects on time and within budget with structured execution, risk management, and performance monitoring.
12. **Strategic Planning** – Align your business with future market trends through data-driven strategies that drive resilience and agility.
13. **Market Research & Insights** – Gain a competitive edge with deep market analysis, customer insights, and trend forecasting.

Our **Solutions in depth** 3/4-**New services:**

Celebrating a new 5-year partnership with **Digital Sage**, through new solutions & continuous enhancement of our existing services:



- 1. Marketing & Creative-** Branding & Strategy-Digital Marketing (e.g., social media, paid ads, performance marketing) .Content Creation and Graphic Design-Search Engine Optimization & Website Maintenance
- 2. Web & Technical Solutions-** Website Design & Development, especially for e-commerce and landing pages tailored to the Southeast Asia market. Platform Maintenance and Web Support
- 3. Automation & Data Reporting-** AI-powered Dashboards integrating data from CRM, analytics, and campaigns. Workflow Automation using low/no-code tools (eg., Make.com, Glide, Airtable, Google)
- 4. Integrated Campaigns** -All-in-One Marketing Packages

Our Solutions in depth 4/4 -New services:

Celebrating a new 5-year partnership with **RUNWISE**, through new solutions & continuous enhancement of our existing services:



1. Leads & Marketing

- Scrapes client data
- Automates reviews
- Posts AI content
- Integrates with CRM

2. Finance & Admin

- Extracts invoices
- Tracks receipts

3. AI& Data

- Summarize documents
- Analyze images
- Sentiment analysis
- Reports generate

4. Customer Support

- AI chat assistant
- Email sorter

5. Operations

- AI knowledge assistant
- Client onboarding

Our solutions do not come in 1 size **product**:

- ✓ **Quick Wins**= **Advisory Sessions** – Fast, guidance with actionable solutions—no long-term commitment.
- ✓ **Solve Problems at the Root**=**Troubleshooting & Analysis** – Uncover core issues and fix in practice.
- ✓ **Ahead of Market**= **Market/Competitor Insights** – Data-driven search to inform decisions ahead of competition.
- ✓ **Future-Proof Your Business**= **Strategic Planning** – Define vision, set goals, build a roadmap for long-term growth.
- ✓ **Boost Efficiency & Profitability**= **Operational Improvements** – Streamline workflows, cut waste solutions.
- ✓ **Ongoing Expert Support**= **Long-Term Strategy** – Agile with regular insights to guide continuous growth .
- ✓ **Navigate Complexity Confident**= **Compliance Support** – Avoid risks, penalties, staying aligned with standards.
- ✓ **Increase Revenue, Reduce Risk**= **Growth Programs** – Targeted to grow sales, lower costs & minimize risk.
- ✓ **On-Demand Expertise**= **Periodic Check-Ins** – Get advice when needed—no full-time consulting engagement.

Customer needs:

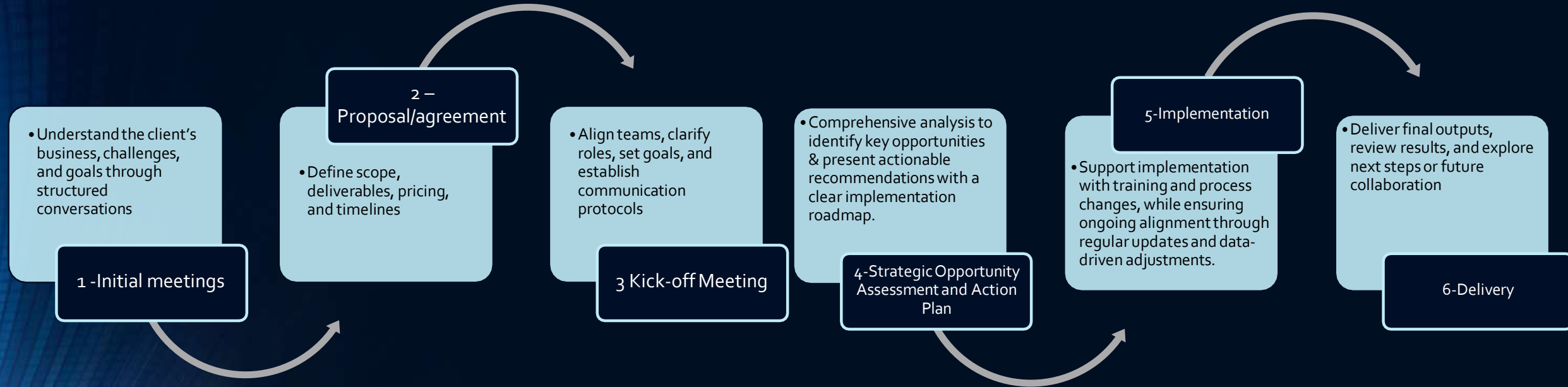


Right mix of solutions and products -> 1 tailored offer that fit your goals.

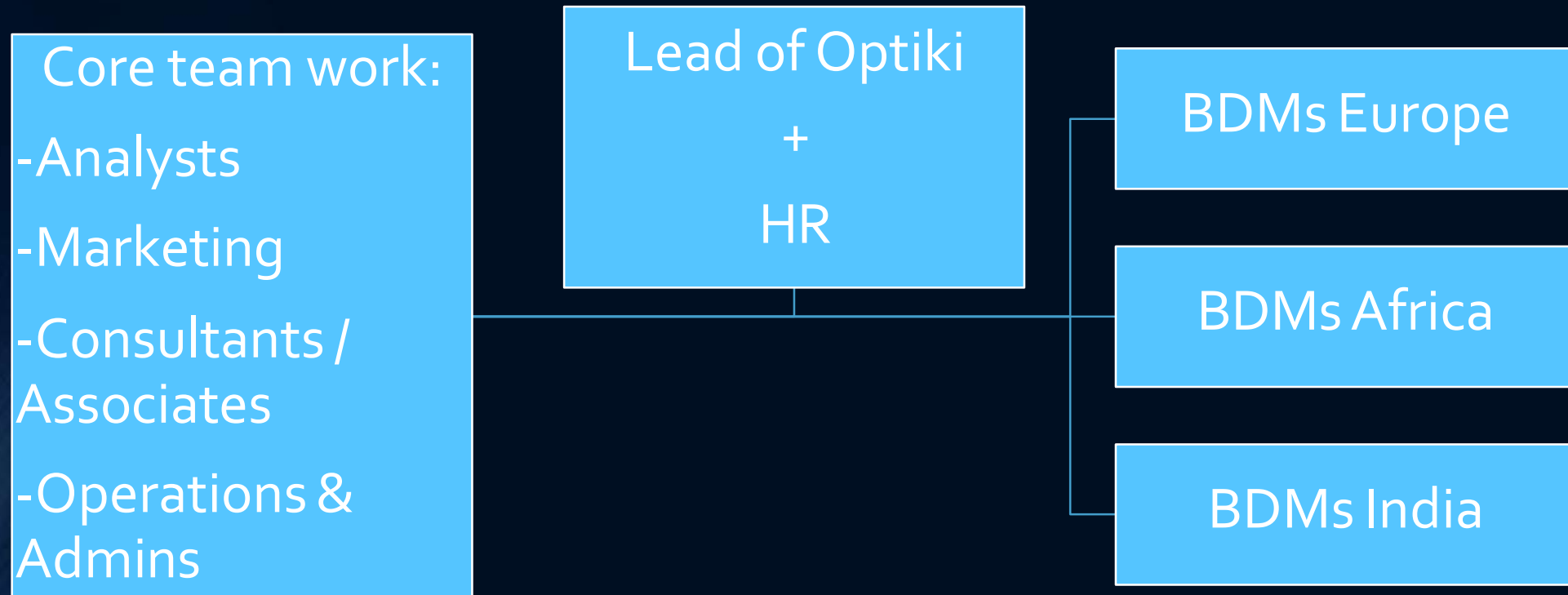
1. Technology & IT : IT service providers, web development agencies, software startups
2. Marketing : Digital marketing agencies, branding consultants, SEO firms, content creators
Activities: Social media management, PPC advertising, influencer marketing, graphic design
How Optiki Can Help: Market research, data-driven campaign strategies, CRM integration
3. Finance & Accounting: Accounting firms, financial advisors, tax consultants, bookkeeping services
4. Operations & Supply Chain: Warehousing companies, procurement consultants, inventory management firms
5. Sales & Customer Service: Call centers, sales training firms, CRM consultants
6. Retail & E-Commerce: Boutique stores, online shops, subscription box services
7. Real Estate: Property management firms, independent realtors, real estate investment groups
8. Hospitality: Boutique hotels, vacation rental management, catering companies

9. Construction: Small contractors, renovation firms, architecture firms
10. Education: Private tutoring centers, e-learning startups, language schools
11. Food & Beverage: Local bakeries, independent restaurants, organic food producers
12. Manufacturing: Small-scale factories, custom product manufacturers, packaging companies
13. Energy & Utilities: Solar panel installers, energy efficiency consultants, smart grid startups
14. Transportation & Logistics: Freight forwarders, last-mile delivery services, courier companies
15. Insurance: Independent insurance brokers, claims processing firms, niche insurance providers
16. Agriculture & Agribusiness: Family farms, organic produce suppliers, agri-tech startups
17. Tourism: Local tour operators, travel agencies, adventure experience providers

Working method



Team structure



Pricing model



What we **do not**:

- Sell software products.
- Provide services to banks, investment firms, or asset and wealth management organizations.
- No involvement with companies that develop or sell financial software.
- Represent, resell, or implement enterprise banking or asset management software solutions.
- Offer consulting services to financial institutions of any kind.
- Provide custom software development or build specialized financial systems.

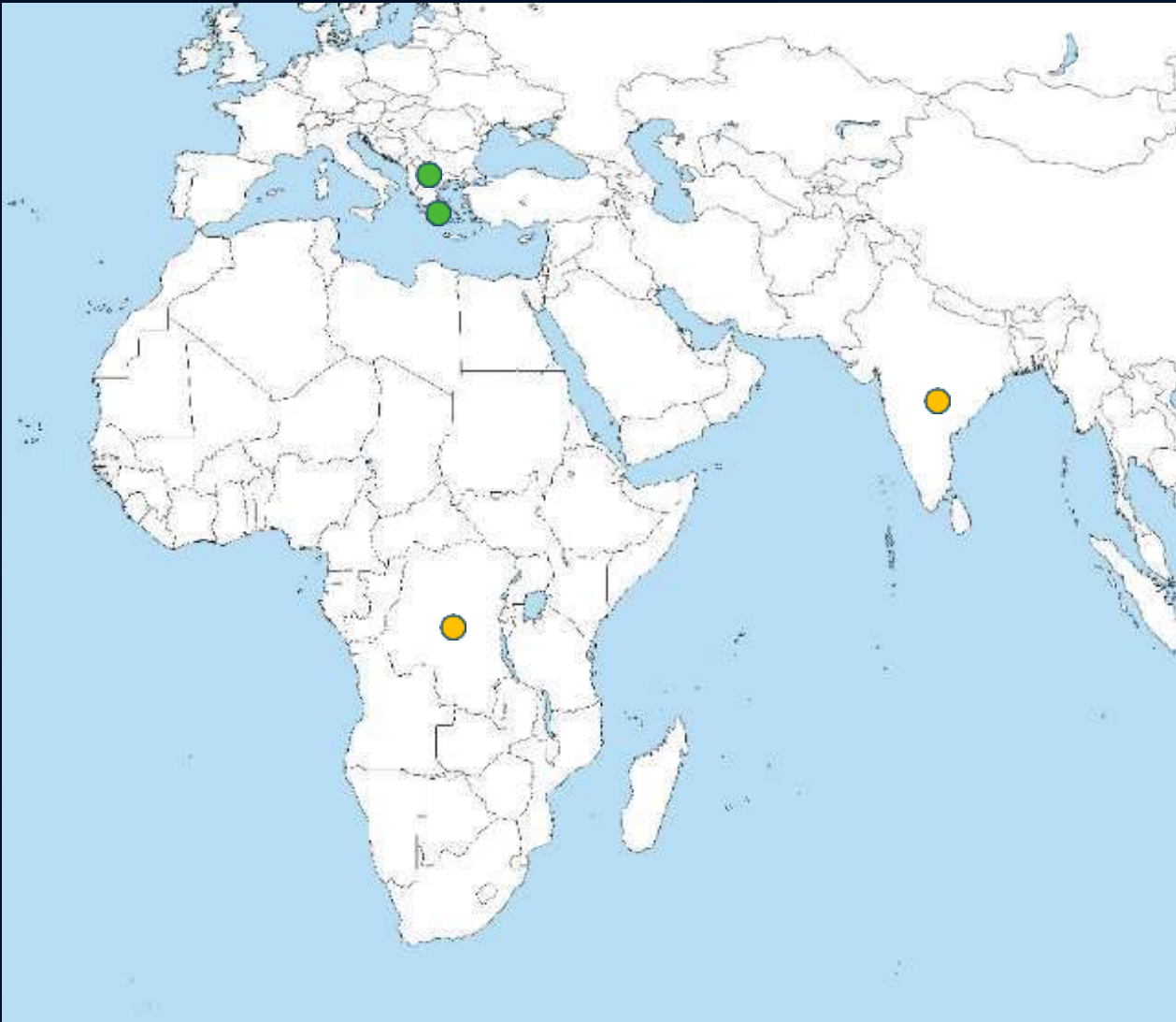
Industries we **Do Not** Support:

- Banking
- Pharmaceuticals Aerospace & Defense
- Mining & Natural Resources
- Automotive
- Public Sector & Government

Our numbers so far :



Vision /Future road map:



- Future road map: Customer engagement aimed at developing business ties with Africa and India



Call to action:



Web site : <https://optiki-business.com/>
Contact box



<https://www.linkedin.com/company/optiki-business-services/>



- your.solutions@optiki-business.com
- hr@optiki-business.com
- Optiki.business@gmail.com
- optiki.business@hotmail.com

Case Study: Greek Retail E-Commerce Transformation

Company Profile:

- Industry: Retail E-Commerce
- Location: Greece
- Employees: 75
- Annual Revenue (Before): €1.1M
- Products: Fashion, electronics, home goods
- Channels: E-shop, marketplaces, social commerce

Challenge

The company faced stalled growth, rising costs, low customer retention, and growing competition from international players. Leadership sought a holistic transformation to scale operations, improve customer experience, and enhance profitability.

Actions

A 12-month transformation plan was implemented, covering key strategic areas:

- **Business Development:** Opened new revenue streams (B2B, cross-border), launched a loyalty program.
- **Operations:** Streamlined fulfillment; cut delivery time by 25%.
- **People:** Introduced employee training, leadership programs.
- **Digital & Organizational Transformation:** Shifted to agile structure and modernized systems.
- **ESG & Sustainability:** Launched ESG roadmap, sustainable packaging, NGO partnerships.
- **Financial & Strategic Planning:** Created a 3-year roadmap; optimized cash flow and cut €250K in costs.
- **Sales & Customer Experience:** Improved CRM and funnel design; +19% conversions.
- **Marketing & Partnerships:** Rebranded, ran ROI-driven campaigns, secured key partnerships.

Quote from CEO:

“This wasn’t just a business upgrade ,it was a cultural shift”

Results (After 12 Months)

Metric	Before	After
Revenue	€1.1M	€1.8M (+63%)
Profit Margin	5.5%	9.2%
Customer Retention	24%	41%
Delivery Time	3.5 days	2.1 days
Employee Satisfaction	62%	85%
ESG Score	48/100	81/100

Case Study: Albanian Supermarket Chain Transformation

Company Profile:

- Industry: Retail – Supermarket Chain
- Location: Albania
- Employees: 500
- Annual Revenue: €10M
- Products: Groceries, fresh produce, household items, local specialties
- Channels: Physical stores, mobile app, home delivery, call-in orders

Challenge

The company faced increasing operational complexity, rising supply chain costs, shrinking margins, and shifting customer expectations toward digital convenience and sustainability. Leadership sought to future-proof the business through a comprehensive transformation initiative.

Actions

A structured 9-month transformation plan was launched, targeting key strategic areas:

- **Business Development:** Expanded into ready-made meals and private-label products.
- **Operations:** Digitized inventory management /optimized supplier network/ reduced shrinkage by 30%.
- **People:** Launched internal academy for frontline staff and management/introduced performance-based incentives.
- **Digital & Organizational Transformation:** implemented mobile order tracking and self-checkout systems.
- **ESG & Sustainability:** Partnered with local farmers, introduced eco-packaging ,reduced plastic use by 40% ,initiated food waste donation .
- **Financial & Strategic Planning:** Reduced operational expenses by €700K, improved working capital cycle.
- **Sales & Customer Experience:** Launched digital loyalty card,increased basket size by 12%, and improved customer retention.
- **Marketing :** Rebranded as a community-first retailer ,engaged local producers , launched seasonal Albanian product campaigns.

Case studies 3/3:

Case Study: Boutique Hotel Upgrade – Crete, Greece

Company Profile

- Industry: HospitalityLocation: Crete, Greece
- Size: 15-room boutique hotel
- Employees: 26
- Annual Revenue: €0,4M
- Channels: Direct bookings, OTAs, travel agents

Challenge

Faced with seasonal demand, high energy costs, rising competition from vacation rentals, and evolving guest expectations, the hotel needed to modernize operations and improve year-round profitability.

Actions

Business Development: Introduced off-season wellness & remote work packagesAdded Cretan cooking and cultural experiences

Operations: Optimized housekeeping schedulesCut supply costs via vendor consolidation

People: Cross-trained staffLaunched guest experience incentives

Digital Transformation: Mobile check-in & room keysAdopted cloud-based PMS & guest communication tools

Sustainability: Installed solar panelsSwitched to refillable amenities and local suppliers

Sales & Marketing: Created loyalty program Rebranded as a wellness & cultural retreat Increased direct bookings via SEO and social mediaResults+22%

Results

- +22% Revenue
- +16% Occupancy
- €110K in annual savings
- Guest satisfaction up 1.1 points (avg. 8.9/10)