



# **FUTURE** **e-COMMERCE**

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*Good Practice Guide*

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## ITALY

### 1. Bread from Matera all over the world

<b>COMPANY NAME:</b>	Pane e Pace
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p><b>Pane e Pace</b> traditional oven is an example of how an artisan company can adopt a sustainable e-commerce model, maintaining its own tradition and values.</p> <p>The Perrone family has been active in the production of bread in Matera for over a century with a traditional wood oven.</p> <p>Three generations of bakers spanned the entire 20th century, participating in the changes and revolutions that transformed Italian society. In an ancient city like Matera, where one gets the impression that time occasionally stops, catches its breath and continues, Pane e Pace has kept alive the relationship with the territory and has been able to conserve and protect, innovate and disseminate knowledge about baking.</p> <p>The result is the strong characterization of the bread so as to make it an identity for the community. Professional experience, sense of responsibility and careful selection of raw materials guarantee the preparation of healthy products. The Bread and Peace project is the manifestation of the commitment to the conscious production of authentic foods to foster good health and nurture peace in oneself, in families and in society.</p> <p>This is an example of Frugal Management because it works on the 4 dimensions that integrate with each other in a model that is as old as it is modern.</p>

	<p>Now <b>Pane e Pace</b> can sell its product all over the world thanks to an e-commerce platform , available here <a href="https://www.paneepace.it/forno-online/">https://www.paneepace.it/forno-online/</a>, where not only do they sell typical food (like bread, biscuits, "taralli" etc.), but also new and innovative products made of bread, like beer.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>Main problems linked to Pane e Pace e-commerce refer the ability to deliver to the customers all the purchased products on time and without compromising the quality of the food.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.paneepace.it/">https://www.paneepace.it/</a></p> <p><a href="https://www.sassilive.it/economia/enogastronomia/antico-forno-a-legna-di-matera-pane-e-pace-scelto-come-migliore-pratica-per-le-commerce-sostenibile-di-unimpresa-artigiana/">https://www.sassilive.it/economia/enogastronomia/antico-forno-a-legna-di-matera-pane-e-pace-scelto-come-migliore-pratica-per-le-commerce-sostenibile-di-unimpresa-artigiana/</a></p> <p><a href="https://www.basilicatamagazine.it/pane-e-pace-matera-indicato-come-migliore-pratica-nel-commercio-online-sostenibile/">https://www.basilicatamagazine.it/pane-e-pace-matera-indicato-come-migliore-pratica-nel-commercio-online-sostenibile/</a></p> <p><a href="https://www.paneepace.it/2023/01/13/pa-ne-e-pace-matera-indicato-come-migliore-pratica-nel-commercio-online-sostenibile/?fbclid=IwAR3JF_h646kgafy8Vo3fkIp4x8jpdWc3zxLE3JXGdX3hZaCkFMFQfc3N0Js">https://www.paneepace.it/2023/01/13/pa-ne-e-pace-matera-indicato-come-migliore-pratica-nel-commercio-online-sostenibile/?fbclid=IwAR3JF_h646kgafy8Vo3fkIp4x8jpdWc3zxLE3JXGdX3hZaCkFMFQfc3N0Js</a></p>
<p><b>PHOTOS</b></p>	<p><a href="https://www.paneepace.it/gallery/">https://www.paneepace.it/gallery/</a></p>

## *2. Tufa from Sassi in Small stone sculptures sold online*

<p><b>COMPANY NAME:</b></p>	<p>Progetto Arte</p>
<p><b>DESCRIPTION OF THE GOOD PRACTICE:</b></p>	<p><b>Progetto Arte</b> was born 20 years ago, with the intent of meeting the demand of architectural elements in tufa for the</p>

	<p>restoration and renovation of the Sassi. Today as well as being still engaged in the production of elements for the restoration and renovation, <b>Progetto Arte</b> produces lighting fixtures, building products, home furnishings and decor; all made in the traditional way supported by international designers.</p> <p>The tufa is a limestone of sedimentary formation, ductile and highly resistant to compression. Until a few years ago, the tufa has been one of the main construction materials used our region (Basilicata). Today, thanks to the association with the "Sassi", the tufa of Matera enjoys a national and international recognition. In response to this growing consciousness of Matera and the tufa (the stone with which the "Sassi" were build), there is growing demand in Italy and abroad of handicraft products made of this stone.</p> <p>So, <b>Progetto Arte</b> team decided to implement the production of Small stone sculptures made of tufa and they created the Brand Tufa, that allows them to sell these products not only in its shop located in Matera, but also online, thanks to the e-commerce platform available here <a href="https://tufaitaly.com/collections/all">https://tufaitaly.com/collections/all</a>.</p> <p>Thus, these small local artisans can sell all over the world their products, created with tufa, typical material from Matera.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>Main problems linked to <b>Progetto Arte</b> e-commerce refer the skills needed to staff member who has to manage the web-platform, included the work to do in order to update it with good and interesting photos, attractive product description, effective online customer service before and after the sale etc.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.progettoarte.info/it/">https://www.progettoarte.info/it/</a></p>

	<a href="https://tufaitaly.com/">https://tufaitaly.com/</a>
PHOTOS	<a href="https://www.progettoarte.info/it/prodotti/le-nostre-realizzazioni">https://www.progettoarte.info/it/prodotti/le-nostre-realizzazioni</a> <a href="https://tufaitaly.com/collections/all">https://tufaitaly.com/collections/all</a>

### 3. From the cultivation of olive trees to the olive oil e-commerce

COMPANY NAME:	L'Olio dei Sassi
DESCRIPTION OF THE GOOD PRACTICE:	<p>Founded in 2000, <b>L'Olio dei Sassi</b> is a family-run business that deals with the production, transformation and marketing of extra virgin olive oil and that is located in Matera. The company, with humility, commitment and a great spirit of sacrifice, over the years has been able to grow in small steps without ever forgetting the importance of practicing a genuine and healthy crop in full respect of the environment.</p> <p>Thanks to the continuous training of the staff, the constant commitment and a growing passion of the whole family, the company places its extra virgin olive oil, under the <b>L'Olio dei Sassi</b> brand, in 1st place of the Olivarium Regional Competition in the Session of the National Olive Academy in Basilicata.</p> <p>After this extraordinary result and firmly believing in the potential of this project, the Vitale family, who had started from the idea of practicing the cultivation of olive trees and simply selling the olives produced to third parties, over time, not only passed on to the production of extra virgin olive oil and its marketing, but with the purchase of an oil mill it was finally</p>

	<p>able to close the entire oil production cycle within the company itself.</p> <p>Then, these small local artisans started sell their products non only in the shop, but also online, in order to sell all over the world their oil cultivated in Matera.</p> <p>The e-commerce platform they created is available here <a href="https://www.oliodeisassi.it/prodotti/">https://www.oliodeisassi.it/prodotti/</a> and their products are very known in Italy and abroad.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>Main problems linked to <b>L'Olio dei Sassi</b> e-commerce refer the ability to deliver to the customer all the purchased products in a good state. Due to the high number of people using the e-commerce platform, another problem to face refers the competence and the level of engagement of the staff managing the e-commerce system.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.oliodeisassi.it/">https://www.oliodeisassi.it/</a></p>
<p><b>PHOTOS</b></p>	<p><a href="https://www.oliodeisassi.it/filiera/">https://www.oliodeisassi.it/filiera/</a></p>

#### 4. E-commerce as way to promote rural area

<p><b>COMPANY NAME:</b></p>	<p>Masseria Agricola Buongiorno</p>
<p><b>DESCRIPTION OF THE GOOD PRACTICE:</b></p>	<p><b>Masseria Agricola Buongiorno</b> company was born in Senise, a small town located in Basilicata close to Pollino National Park, with the aim of promoting and enhancing the excellence of Lucan cuisine, the "Peperone di Senise IGP", also known as "Red Gold" unique quality of its kind with an unusual flavour, a product that is a</p>



	<p>symbol of the Lucanian gastronomic tradition.</p> <p>The company mainly produces Senise IGP peppers, certified by a supply chain guaranteed from the earth to the jar. Each stage of production is followed carefully, from sowing to harvesting, drying, processing and packaging in order to guarantee the quality of the product.</p> <p>They produce and transform the agricultural products that their land, Basilicata, offers. From olives, to the white aubergines of Senise and Rotonda up to the Cadonga strawberry, in order to preserve and promote the territory through the transformation of 100% Lucanian products.</p> <p>With the aim to promote the Lucanian area and its products, the company has decided to implement online sales, to complement the other traditional distribution channels: delicatessens or selected points of sale throughout Italy and restaurants.</p> <p>E-shop is available here <a href="https://www.masseriagricolabuongiorno.it/i-nostri-prodotti/">https://www.masseriagricolabuongiorno.it/i-nostri-prodotti/</a></p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>One of the problems or risks when starting out in e-commerce is having a poor SEO, which can cause the website to end up in the lowest positions in search engines. It means that potential customers won't be able to find the business through search engines and so money and time spent to implement the e-commerce platform is lost.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.masseriagricolabuongiorno.it/">https://www.masseriagricolabuongiorno.it/</a></p>

PHOTOS	<a href="https://www.masseriagricolabuongiorno.it/gallery/">https://www.masseriagricolabuongiorno.it/gallery/</a>
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### *5. An e-commerce Platform to help Italian artisans during Pandemic period*


COMPANY NAME:	MIRTA
DESCRIPTION OF THE GOOD PRACTICE:	<p><b>MIRTA</b> is a startup that grew up in times of pandemic, an e-commerce platform that supports Italian artisans and promotes their work, making them known directly to customers all over the world. Thanks to digital technology, the platform opens the doors of the workshops by creating a direct link between the producer and the final customer, placing the creations, value and signature of each craftsman at the centre.</p> <p>In 2019, <b>MIRTA</b> launched their own boutique focused on the best Made in Italy small local brands. They had an unexpected success during the pandemic period, with more than \$10M in revenues in just 2 years, realizing how much appreciation there was for those products worldwide. However, they also experienced first-hand how painful and expensive it is for independent boutiques to find and reach local and unexplored brands. That's how <b>MIRTA</b> was born, aiming to empower store owners by giving them an easy-to-use platform to research and order from undiscovered indie brands.</p> <p><b>MIRTA</b> revolutionized fashion buying by searching for the best local brands and bringing their handmade collections to boutique curators, easing and digitizing the connection between brands and retailers.</p>

	<p><i>«We aim to bring Italian goods abroad—Martina Capriotti, founder of Mirta together with Ciro Di Lanno told Alley Oop— and help small artisan realities that were hit hard during the pandemic in the transition to digital. Not online and often accustomed to physical life, when tourists no longer came to Italy, they felt in difficulty. We have tried to support them through technology and e-commerce in a building path, and over the summer we have seen a greater effect».</i></p> <p>The two young men, both 32 years old, invented the pre-order formula, especially when the shops were closed and unable to carry on the work, giving international customers the opportunity to pre-order products. From the customer's point of view there was enthusiasm in supporting small companies in difficulty, from the craftsman's point of view it was essential to continue working even when work was blocked. <i>«The artisans have seen many orders cancelled —says Martina— from the shops during the pandemic, and the fact of bringing their products to a platform through digitization, being able to get them sold on another channel has been fundamental in giving continuity to the activity, when their traditional business was failing».</i></p> <p>The data said that out of 60,000 artisans, 60% were not online: Martina and Ciro took this slice of Italian producers to help them in digitization, which now represents normality.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>In this case, the risk linked to the e-commerce is very low because all technical and administration system is managed by Mirta, so artisan can work as usual in their shops.</p> <p>The main Customer satisfaction is the backbone of any e-commerce business. If customers are satisfied, the chances of</p>

	repeat purchases are higher, and your products may be recommended to more potential customers.
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.mirta.com/">https://www.mirta.com/</a> <a href="https://alleyoop.ilsole24ore.com/2021/11/08/start-up-mirta-e-l-e-commerce-a-sostegno-degli-artigiani-del-made-in-italy/">https://alleyoop.ilsole24ore.com/2021/11/08/start-up-mirta-e-l-e-commerce-a-sostegno-degli-artigiani-del-made-in-italy/</a>
<b>PHOTOS</b>	<a href="https://www.mirta.com/m/our-brands">https://www.mirta.com/m/our-brands</a>

## ROMANIA

### 1. Online grocery store

<b>COMPANY NAME:</b>	Euro Discount V&C SRL
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<b>Euro Discount V&amp;C</b> is a prestigious company in the trade industry from Neamt county that started its activity on March 31, 2008, from the desire to bring fresh and quality products to the food market.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavourable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.eurodiscount.ro/">https://www.eurodiscount.ro/</a>
<b>PHOTOS</b>	

## 2. Esteto

<b>COMPANY NAME:</b>	S.C. EASY PRO SOFT S.R.L.
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<b>Esteto</b> is an online store selling professional cosmetic products. The online store is distinguished by a varied range of products and experience in online commerce.
<b>PROBLEMS/RISKS:</b> Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavourable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.esteto.ro/">https://www.esteto.ro/</a>
<b>PHOTOS</b>	


## 3. Haine Select

<b>COMPANY NAME:</b>	S.C. MONSTERA S.R.L
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	There are over 25000 products for men on our website. From classic to complex, from sports, casual, to elegant, we

	manage to bring the customer a varied range of cheap and quality clothing. Sound idealistic? Well, we show you how a fair market that respects its customers is possible.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavourable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.haineselect.ro/">https://www.haineselect.ro/</a>
<b>PHOTOS</b>	

#### 4. Zapatos

<b>COMPANY NAME:</b>	S.C. Boutique Mall S.R.L.
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	Zapatos is a footwear and accessories boutique for ladies and gentlemen!
<b>PROBLEMS/RISKS:</b>	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> </ul>

Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavourable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://zappatos.ro/">https://zappatos.ro/</a>
<b>PHOTOS</b>	

### 5. *Karturi Berg*

<b>COMPANY NAME:</b>	Corban Petru PFA
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	The store offers a wide range of go-karts with pedals and accessories.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavourable impact.</li> </ul>



<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="http://www.karturi-berg.ro/">http://www.karturi-berg.ro/</a>
<b>PHOTOS</b>	

### 6. *Fitness Nation*


<b>COMPANY NAME:</b>	RANATION SRL
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	Fitness, nutrition and health! Training programs for muscle mass, weight loss and body recompositing.
<b>PROBLEMS/RISKS:</b> Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavorable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://fitness-nation.ro/">https://fitness-nation.ro/</a>

PHOTOS	
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### 7. Niche Brands

COMPANY NAME:	NICHE BRANDS SRL
DESCRIPTION OF THE GOOD PRACTICE:	European funds consultancy – Viable and efficient solutions for the successful implementation of the proposed investment projects.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavorable impact.</li> </ul>
FURTHER INFORMATION ON THE WEB:	<a href="http://nichebrands.ro/">http://nichebrands.ro/</a>
PHOTOS	

### 8. SMART TabbyBoo


<b>COMPANY NAME:</b>	BEST ALTERNATIVE TECHNOLOGIES SRL
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p><b>SMART TabbyBoo®</b> is a new brand, which Daniela and Raul, two enthusiastic parents, created for parents who share the same spirit and the same values as us. Being a modern parent is complicated, every day bringing new challenges, stress, uncertainties and... a lot of joy.</p> <p>They created the <b>SMART TabbyBoo®</b> brand to help parents create happy moments with their little ones.</p>
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavorable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://tabletecopii.ro/">https://tabletecopii.ro/</a>
<b>PHOTOS</b>	

### 9. AQUA Life

<b>COMPANY NAME:</b>	NATIVART SRL
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	A team of people with experience in pool construction, pool maintenance and pool repairs. The main objective being the construction of swimming pools that will impress, and, above all, be to the taste of the customers. It offers original design, depending on the requirements and the existing space, solutions that are as ingenious as they are attractive.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavorable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://piscineaqualife.ro/">https://piscineaqualife.ro/</a>
<b>PHOTOS</b>	

### 10. Energie Sustenabila

<b>COMPANY NAME:</b>	GLOBAL ONLINE SRL
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<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<b>Energie Sustenabila</b> is a business that is dedicated to the installation of heating, air conditioning and solar panels for companies and individuals.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The business is at the beginning and a lack of available financial resources was felt;</li> <li>- The company was not known on the online market;</li> <li>- Additional costs for concluding contracts with suppliers, courier companies;</li> <li>- The adoption of restrictive legislative or normative regulations with an unfavorable impact.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.energiesustenabila.ro/">https://www.energiesustenabila.ro/</a>
<b>PHOTOS</b>	

## SPAIN

### 1. Commercialize local products through online sales platforms I

<b>COMPANY NAME:</b>	Cooperativa de Quesos de La Jarradilla
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p>The <b>Cooperativa de Quesos de La Jarradilla</b> is a company located in a rural area of the region of Cantabria, where artisan cheeses are produced. The best practice they have implemented consists of selling their products through online sales platforms such as Amazon and Etsy, as well as through their own website.</p> <p>This strategy has allowed them to reach a wider audience and increase their sales. Through these online platforms, the <b>Cooperativa de Quesos de La Jarradilla</b> can offer its products to customers from all over the world, without the need to invest in infrastructure or open new physical stores.</p> <p>In addition, the company has taken advantage of online marketing tools, such as social media, to promote its products and reach new customers. The <b>Cooperativa de Quesos de La Jarradilla</b> uses Facebook and Instagram to post photos and descriptions of its products, as well as to inform about events and activities related to the company.</p>
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<p><u>Competition:</u> The company may have faced increased online competition, which could make it difficult to differentiate their products and achieve sales.</p> <p><u>Shipping and logistics costs:</u> Handling shipping and logistics could be more complex and costly for the company, which could affect its profitability.</p>

	<p><u>Maintaining online reputation:</u> Customer reviews and opinions are visible to other potential buyers, so the company must maintain a good online reputation to attract new customers and retain current ones.</p> <p><u>Technology adaptation:</u> Implementing an e-commerce platform requires a significant investment in resources and time for its development and maintenance, which could result in technical and financial difficulties for the company.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.quesoslajarradilla.com/">https://www.quesoslajarradilla.com/</a>
<b>PHOTOS</b>	

## 2. Commercialize local products through online sales platforms II

<b>COMPANY NAME:</b>	Aceites Hacienda El Palo
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<b>Aceites Hacienda el Palo</b> is a family-owned business located in the province of Jaén, Andalusia, that is dedicated to the

	<p>production and sale of high-quality extra virgin olive oil. They have implemented an e-commerce best practice by creating an online store that has allowed them to reach customers around the world and increase their presence in the digital market.</p> <p>The online store offers a wide variety of extra virgin olive oils, including different varieties and qualities. They also offer other products such as olives and balsamic vinegars. The website includes detailed information about each of the products, with flavor descriptions, origin, and usage recommendations.</p> <p><b>Aceites Hacienda el Palo</b> has used a variety of digital marketing strategies to promote their online store, including advertising on social media and collaborations with influencers. They have also participated in gastronomic fairs and events to increase the visibility of their brand.</p> <p>Overall, the e-commerce strategy of <b>Aceites Hacienda el Palo</b> has allowed them to reach a wider audience, increase their sales, and consolidate their position as one of the leading olive oil producers in Spain. Additionally, they have managed to stand out in a very competitive market thanks to the quality of their products and their commitment to sustainability and the environment.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p><b>Aceites Hacienda el Palo</b> may have faced challenges related to the logistics and distribution of their extra virgin olive oil products in e-commerce. Olive oil is a delicate product that requires special care in transport and storage to maintain its quality. The company must ensure that their products arrive in good condition to customers, which can be a challenge in</p>



	<p>rural areas and when exporting to other countries.</p> <p>Additionally, the company must ensure that their online store is easy to use and well-designed, to provide a good customer experience. They must also invest in security and privacy to protect customers' personal and financial information.</p> <p>Another challenge for <b>Aceites Hacienda el Palo</b> could be the lack of brand recognition among online consumers. The lack of personal interaction with customers can make it difficult to build trust relationships with online buyers. The company must invest in online marketing and advertising to increase brand visibility and attract new customers to their online store.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.bravoleum.com/">https://www.bravoleum.com/</a></p>
<p><b>PHOTOS</b></p>	

**3. Commercialize local products through online sales platforms III**


<p><b>COMPANY NAME:</b></p>	<p>Naranjas María Teresa</p>
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**DESCRIPTION OF THE GOOD PRACTICE:**

**Naranjas María Teresa** is an e-commerce company that sells oranges and other citrus fruits grown in its orchard in Valencia. The company has implemented several best practices on its website to improve the customer's shopping experience and increase trust in its brand:

- They offer detailed information about their products, including photos, descriptions and consumption tips. This allows customers to learn more about the products before purchasing them and increases customer satisfaction.
- They have a free shipping policy for purchases over a certain value. This incentivizes customers to make larger purchases and increases the value of each transaction.
- They offer a variety of payment methods, including credit card, bank transfer, and cash on delivery. This makes it easier for customers to make purchases and increases the accessibility of the website.
- They ship their products directly from their orchard, which guarantees the freshness and quality of the products. In addition, they offer the possibility to select the shipping date that best suits the customer's needs.
- They have a customer feedback system on their website, which increases transparency and trust in the company. Customers can share their opinion about the company's products and services, which helps other customers make informed purchasing decisions.

<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>Some potential problems and risks that <b>Naranjas María Teresa</b> may have faced when starting as an e-commerce company include:</p> <ol style="list-style-type: none"> <li>1. <u>Logistics and shipping</u>: Ensuring that orders are fulfilled correctly and delivered on time can be challenging, particularly for perishable goods like fresh fruit. Shipping costs can also be a concern, especially when shipping long distances.</li> <li>2. <u>Payment security</u>: With online transactions, there is always a risk of fraud or hacking, which can result in financial loss for both the company and its customers.</li> <li>3. <u>Website usability and functionality</u>: A poorly designed website or one that is difficult to navigate can deter customers from making purchases, resulting in lost sales.</li> <li>4. <u>Customer service</u>: Providing excellent customer service can be more challenging in an online environment, as customers may have questions or issues that need to be resolved quickly and efficiently.</li> <li>5. <u>Competition</u>: With the rise of e-commerce, the online marketplace can be very competitive, making it difficult for new companies to gain traction and attract customers.</li> </ol>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.naranjasmariaateresa.com/">https://www.naranjasmariaateresa.com/</a></p>

PHOTOS	
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#### 4. Commercialize local products through online sales platforms IV

COMPANY NAME:	La Antigua de Fuentesauco
DESCRIPTION OF THE GOOD PRACTICE:	<p><b>La Antigua de Fuentesauco</b> company is a good example of successful e-commerce practice in rural environments in Spain. This company is dedicated to the production of artisanal sausages and has managed to adapt to the digital environment and e-commerce without abandoning its rural roots.</p> <p>The company has developed a very intuitive and user-friendly e-commerce website, where all their products can be found with a detailed description and attractive photographs. They also have a good social media marketing strategy, which allows them to reach a wider and more diverse audience.</p> <p>The company has focused on the quality of its products and on offering exceptional service to its customers, which has led to high loyalty and recommendation from satisfied customers. In addition, they have</p>

	<p>been able to adapt to customer demand and offer products adapted to different needs, such as gluten-free and lactose-free sausages.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>When starting their e-commerce business, La Antigua de Fuentesauco may have faced various challenges and risks such as:</p> <ol style="list-style-type: none"> <li>1. Lack of experience in online sales and marketing strategies;</li> <li>2. Difficulty in adapting to the technological requirements of e-commerce;</li> <li>3. Increased competition from other online retailers;</li> <li>4. Concerns over security and privacy of customer data;</li> <li>5. Dependence on third-party providers for shipping, payment processing, and other crucial services;</li> <li>6. Limited access to reliable and affordable internet infrastructure in rural areas;</li> <li>7. Fulfillment and delivery issues related to perishable products like cheese.</li> </ol> <p>However, by implementing effective strategies and practices, they have been able to overcome these challenges and establish a successful e-commerce presence.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://queserialaantigua.com/">https://queserialaantigua.com/</a></p>

<p>PHOTOS</p>	
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**5. Good e-commerce practice carried out during the pandemic: *Compraensoria.com***

<p>COMPANY NAME:</p>	<p>Diputación Provincial de Soria</p>
<p>DESCRIPTION OF THE GOOD PRACTICE:</p>	<p><b>Compraensoria.com</b> is an e-commerce platform created by the Provincial Government of Soria in Spain, which aims to promote local commerce and sustainable consumption in the province of Soria. This initiative was carried out during the COVID-19 pandemic, in order to help local merchants face the economic and logistical challenges presented in the context of the pandemic.</p> <p>The platform allows local merchants to create an online virtual store, where they can display and sell their products and services. In this way, merchants can reach a wider audience and offer their products in a more convenient and secure way, as customers can make their purchases from the comfort of their homes without having to go out on the street.</p>

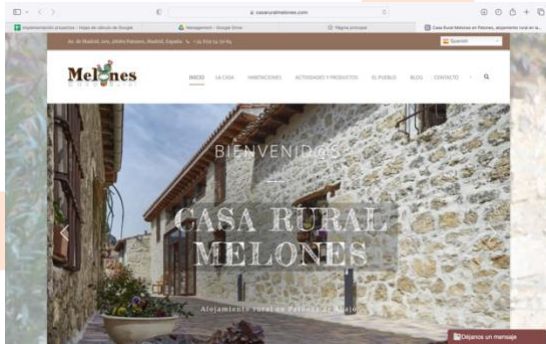
	<p>Customers can access the platform and buy locally-sourced products, many of them produced in a sustainable and artisanal way. In addition, Compraensoria.com offers the possibility of placing orders online and receiving products at the customer's home or picking them up at the merchant's physical store. In this way, the need to travel to make purchases is reduced, and local and sustainable consumption is promoted.</p> <p>In summary, <b>Compraensoria.com</b> is an innovative e-commerce initiative that has allowed local merchants in the province of Soria to face the challenges of the COVID-19 pandemic and continue selling their products and services, while promoting local and sustainable consumption in the region. This platform is an excellent e-commerce practice that can be replicated in other regions and countries to support local merchants and promote sustainable economies.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p><u>Resistance to change:</u> The adoption of an e-commerce platform by local merchants might have met with resistance due to lack of experience or familiarity with this mode of selling.</p> <p><u>Logistics:</u> Delivery logistics could have been a challenge for local traders, as many of them were not used to home delivery.</p> <p><u>Lack of technological resources:</u> Some local merchants may have faced technical problems in using the platform due to lack of access to technological devices or the internet.</p> <p><u>Merchants' adaptation to the online business model:</u> The adoption of an e-commerce platform implies a transformation in the business model of local merchants, who might have had difficulties adapting to this new paradigm.</p>

	<p><u>Stock shortages or inability to replenish stock:</u> The COVID-19 pandemic could have affected the production or supply of some products, which would have made it difficult for local merchants to maintain stock of their products on the platform.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<p><a href="https://compraensoria.com/">https://compraensoria.com/</a></p>
<b>PHOTOS</b>	

### 6. Accommodation and outdoor activities


<b>COMPANY NAME:</b>	Casa Rural Melones
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p>This company is a rural guesthouse located in the province of Cuenca. They use e-commerce to sell their services online, including accommodation and activities such as hiking and horseback riding.</p>
<b>PROBLEMS/RISKS:</b>	<p><u>Limited access to high-speed internet:</u> Rural areas often have limited access to high-speed internet, which can make it difficult for companies to set up and run e-</p>



Information on problems and risks when starting e-commerce.	<p>commerce platforms. Slow internet speeds can also lead to frustrating experiences for customers trying to access the website or make purchases.</p> <p><u>Shipping and delivery challenges:</u> Rural companies may face challenges when it comes to shipping and delivery. This can include higher shipping costs, longer delivery times, and difficulty in accessing reliable and affordable shipping services.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://casaruralmelones.com/">https://casaruralmelones.com/</a>
<b>PHOTOS</b>	

### 7. High quality olive oil

<b>COMPANY NAME:</b>	Aceite de Oliva Valderrama
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	This company produces high-quality olive oil in the province of Jaén. They use e-commerce to sell their products online and reach a wider audience.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<u>Limited payment options:</u> Rural areas may have limited payment options, which can make it difficult for companies to process payments from customers. This can also result in potential customers being unable

	<p>to make purchases due to limited payment options.</p> <p><u>Lack of online presence and marketing:</u> Many rural companies may not have a strong online presence or marketing strategy, which can make it difficult to attract customers and compete with larger companies. This can result in lower sales and revenue for the company.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.valderrama.es/">https://www.valderrama.es/</a>
<b>PHOTOS</b>	

## 8. Winery

<b>COMPANY NAME:</b>	Bodegas La Aurora
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	This is a family-owned winery located in the province of Valladolid. They use e-commerce to sell their wines online and promote their brand to customers outside of the region.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<p><u>Lack of customer trust:</u> Customers may be hesitant to purchase products from rural companies they are not familiar with, especially if they have had negative experiences with e-commerce in the past.</p> <p><u>Limited access to customer support:</u> Rural companies may have limited access to</p>

	<p>customer support services, which can make it difficult to address customer complaints or provide timely support.</p> <p><u>Regulatory compliance risks:</u> Rural companies may face regulatory compliance risks, including compliance with data privacy laws, tax laws, and consumer protection laws. Compliance with these regulations can be complex and costly for small businesses.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.bodegaslaaurora.com/">https://www.bodegaslaaurora.com/</a>
<b>PHOTOS</b>	


### 9. Cured meats

<b>COMPANY NAME:</b>	Embutidos y Jamones España e Hijos
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	This company produces traditional Spanish cured meats and is in the province of Salamanca. They use e-commerce to sell their products online and reach customers throughout Spain and beyond.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<u>Limited access to technology and resources:</u> Rural companies may have limited access to technology and resources needed to set up and run e-commerce platforms. This can include access to computers, software, and trained personnel, which can make it

	<p>difficult to establish and maintain an e-commerce website.</p> <p><u>Cybersecurity risks:</u> E-commerce platforms may be vulnerable to cyber-attacks, and rural companies may not have the resources to invest in robust cybersecurity measures to protect their customers' data and prevent fraud.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://espanahijos.com/">https://espanahijos.com/</a></p>
<p><b>PHOTOS</b></p>	

### 10. Adaption to e-commerce due to the COVID-19 pandemic

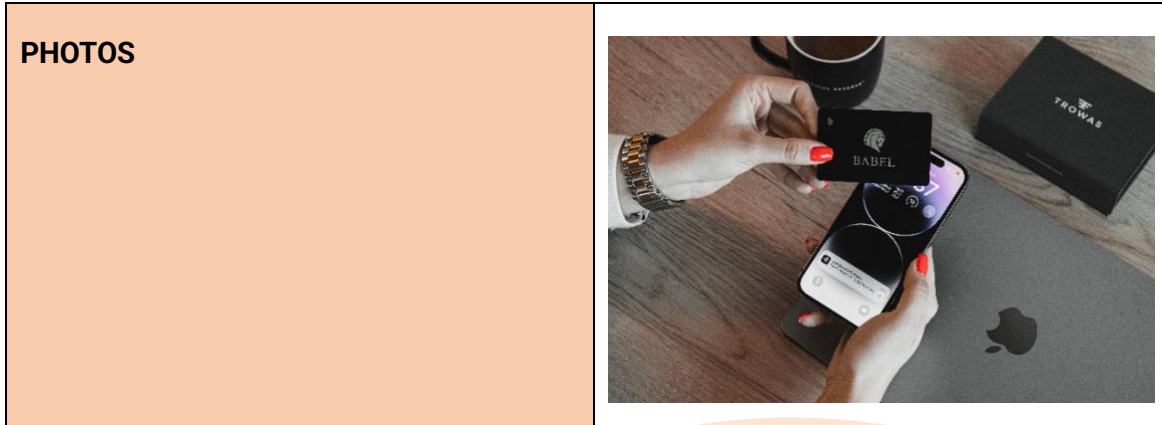
<p><b>COMPANY NAME:</b></p>	<p>Aceitunas Torrent</p>
<p><b>DESCRIPTION OF THE GOOD PRACTICE:</b></p>	<p>Before the pandemic, <b>Aceitunas Torrent</b> sold their products mainly to local shops, bars, and restaurants, and participated in fairs and events. However, when the pandemic hit and the lockdown measures were implemented, their sales dropped significantly as their customers were forced to close. To adapt to the situation, they decided to start selling their products online and launched an e-commerce website. They also started to promote their products through social media platforms and offered home delivery services to customers in Spain.</p>

<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>The transition to e-commerce was not easy for the company as they had no prior experience with online sales. However, they quickly learned the necessary skills and adapted their operations to the new model. The move to e-commerce allowed them to reach new customers beyond their local area and expand their business even during the pandemic.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.aceitunastorrent.com/es/">https://www.aceitunastorrent.com/es/</a></p>
<p><b>PHOTOS</b></p>	

## TÜRKIYE


### 1. Trowas digital business card

<b>COMPANY NAME:</b>	Smartover Yazilim
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p><b>Trowas digital business card</b> allows you to quickly transfer your contact information, social media information and much more to any smartphone with NFC technology without the need for an application. It offers an alternative digital environmental solution by being developed during the pandemic period instead of traditional paper business cards.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<ul style="list-style-type: none"> <li>- The fact that NFC technology is a very unknown technology yet;</li> <li>- The fact that people cannot easily give up traditional business cards due to their general habits;</li> <li>- Lack of NFC technology on phones before 2018;</li> <li>- Inability to understand save to contacts feature on Android phones;</li> <li>- Shipping costs;</li> <li>- Server costs and high technology protection solutions required to ensure data security continuously.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.trowas.com/">https://www.trowas.com/</a>



## 2. Homefoni ev tekstilleri

<b>COMPANY NAME:</b>	Beyceli Tekstil
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	Home textile and decoration brand <b>Homefoni</b> is the e-commerce initiative of Beyceli Textile, which exports to 17 different countries and produces as a subcontractor for its own brands and other major home textile brands. The increase in digital shopping with the pandemic process, together with the interest in home textile products, offers its products to end users with e-commerce.
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The company has no previous e-commerce sales experience.</li> <li>- Presence of competitor companies with high brand awareness in the same field.</li> <li>- Requires stock and production arrangements in the transition from mass production to individual retail sales.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://homefoni.com/">https://homefoni.com/</a>

PHOTOS	
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### 3. Syorell


COMPANY NAME:	Sanitrum Biyoteknoloji A.Ş.
DESCRIPTION OF THE GOOD PRACTICE:	<p><b>Syorell</b> is derived from the English phrase "See Your Real" – "Look at Your Real Self". The world's first mirror in Çatalhöyük impressed us so much that we chose this name as our brand, in honor of our ancestors who looked into that mirror and saw themselves for the first time.</p> <p>Sanitrum is derived from the Latin "Sanitas" - "Health" and the English "Room" meaning "Room". In short, we can call it the "Health Room". There couldn't be a better name for our boutique business.</p> <p>All <b>Syorell</b> products are produced and filled in our Bursa-Orhangazi factory. Our factory also has an advanced laboratory for R&amp;D of plant extracts and oils.</p> <p>Our products contain natural preservatives that comply with organic standards. In a natural product, if there is a drop of water; Even aloe vera gel needs some kind of preservative to maintain its freshness and guarantee the shelf life of the formulation.</p> <p>We do not use toxic preservatives. Apart from the preservatives allowed by the ICEA</p>



	standard in organic creams, we use vitamin E in waterless formulas. Our soaps do not contain any preservatives.
<b>PROBLEMS/RISKS:</b> Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- Users prefer classic well-known brand solar products;</li> <li>- Advertising and marketing power of major chemical solar products manufacturers;</li> <li>- The fact that the products in the common cosmetic markets are the first choice of the users as sales;</li> <li>- Organic sun protection products are not well known in Türkiye.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://syorell.com/">https://syorell.com/</a>
<b>PHOTOS</b>	

#### 4. Söyle Gelsin

<b>COMPANY NAME:</b>	Söyle Gelsin Teknoloji Danışmanlık İletişim Tekstil
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<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p><b>Söyle Gelsin</b> is a supply online consumables supermarket in Istanbul, which provides online services especially for companies! We were established during the pandemic process to provide mobile online solutions that will eliminate the difficulties in the consumable supply chain, and we develop technologies suitable for new needs emerging in this process and offer new generation solutions to modern life.</p> <p>Office supplies and all the needs you are looking for the workplace are at our website at affordable and competitive prices.</p>
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- Having brands that entered the sector before us and received investments;</li> <li>- Transportation difficulties in Istanbul;</li> <li>- Rapid cost changes and competitive conditions;</li> <li>- The inability of some brands to give up the classic shopping and purchasing processes.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.soylegelsin.com.tr/">https://www.soylegelsin.com.tr/</a>
<b>PHOTOS</b>	

### 5. Fozy

<b>COMPANY NAME:</b>	Fozy Toptan Ltd Şti.
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p>Fozy Toptan was established in 2021 and manufactures and sells under the <b>Fozy</b> brand and also wholesales many distinguished companies. The age range of our products is 0-5 years.</p> <p>In order to sell baby clothing products on the Internet, we started selling in 2022 through our e-commerce site during the Pandemic process. <a href="http://www.fozy.com.tr">www.fozy.com.tr</a>, All clothing needs of children and babies starting from birth and extending up to the age of 5.</p> <p>It aims to be a website that welcomes you 24 hours a day with quality products, affordable prices, design products and after-sales support.</p>
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- Existence of baby and child marketplaces that have already started in the field.</li> <li>- The challenges of delivery and return processes for baby and child products.</li> <li>- Advertising power advantages of big brands.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.fozy.com.tr/">https://www.fozy.com.tr/</a>


<b>PHOTOS</b>	
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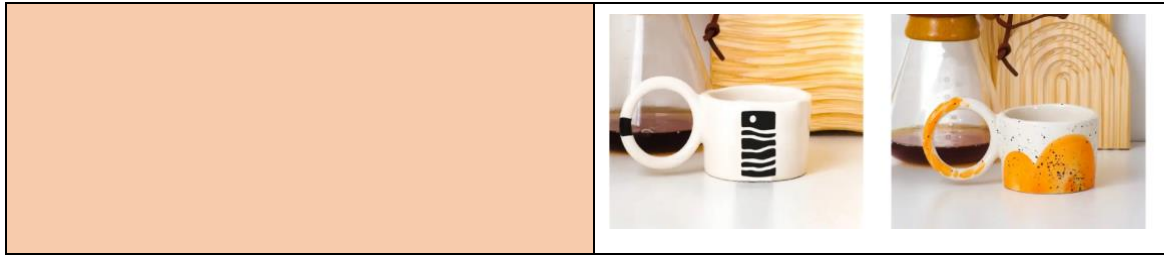
## 6. Hobiburada

<b>COMPANY NAME:</b>	Ayaz Yün İplik Tekstil
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<p>With the idea that people who cannot leave the house during the pandemic will turn to handicrafts, we decided to show our products to people from the virtual environment and deliver them to their homes by cargo. Thus, it has increased with the e-commerce site we established during the pandemic period.</p>
<b>PROBLEMS/RISKS:</b>  Information on problems and risks when starting e-commerce.	<p>We turned to e-commerce due to the financial difficulties caused by the pandemic period. However, both we and our staff have experienced difficulties adapting to digital competencies.</p> <p>Moreover, we had difficulties in product photography and shipping because we did not have e-commerce experience before.</p>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.hobiburada.com/">https://www.hobiburada.com/</a>


PHOTOS	Nako İplikleri		Ayaz İplikleri	
	Seri Sonu Ürünler		Paket Satış	

### 7. Ceramic mugs

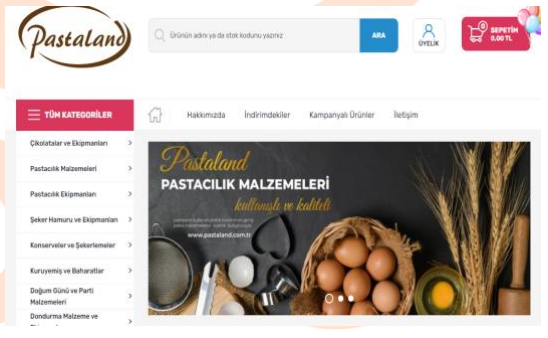
COMPANY NAME:	Vina Seramik
DESCRIPTION OF THE GOOD PRACTICE:	<p>He turned his ceramic business, which he realized as a hobby, into a commercial profit with the spread of e-commerce during the pandemic period.</p> <p>He offers his handmade ceramics for sale via his website and Instagram.</p>
PROBLEMS/RISKS:	<p>The lack of e-commerce and sales experience before was one of the most obvious problems we experienced.</p> <p>Information on problems and risks when starting e-commerce.</p>
FURTHER INFORMATION ON THE WEB:	<a href="https://vinaseramik.com/">https://vinaseramik.com/</a>
PHOTOS	



**8. E-Hediyeci**


<p><b>COMPANY NAME:</b></p>	<p>Selda Alkor</p>
<p><b>DESCRIPTION OF THE GOOD PRACTICE:</b></p>	<p><b>E-Hediyeci</b> is a Bursa-based women's entrepreneurial company and gift store that has brought awareness to the gift industry and operates as dropshipping by giving XML franchises upon popular demand.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>We have no previous online sales experience. We had a problem in the product photography and shipping section.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.e-hediyeci.com/">https://www.e-hediyeci.com/</a></p>
<p><b>PHOTOS</b></p>	

### 9. Pastaland

<b>COMPANY NAME:</b>	Ataygeldi Gida
<b>DESCRIPTION OF THE GOOD PRACTICE:</b>	<b>Pastaland</b> is a Bursa-inegöl based e-commerce site created by popular demand. Confectionery-pastry materials and equipment - wholesale chocolate offers the opportunity to buy confectionery.
<b>PROBLEMS/RISKS:</b> Information on problems and risks when starting e-commerce.	<ul style="list-style-type: none"> <li>- The presence of brands that have entered the sector before us and have received investments.</li> <li>- Communication difficulties with the inability to achieve positive contact due to the lack of face-to-face meeting with customers.</li> </ul>
<b>FURTHER INFORMATION ON THE WEB:</b>	<a href="https://www.pastaland.com.tr/">https://www.pastaland.com.tr/</a>
<b>PHOTOS</b>	

### 10. Hipotenus E-Ticaret Siteleri

<b>COMPANY NAME:</b>	Hipotenus Elektronik Ticaret Ve Yazilim
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<p><b>DESCRIPTION OF THE GOOD PRACTICE:</b></p>	<p>With our structure that follows the innovations in the e-commerce sector in Bursa, we provide e-commerce infrastructure services to hundreds of important brands. When everyone turned to e-commerce with the pandemic, we decided to sell e-commerce sites as e-commerce as a company.</p> <p>We provide e-commerce solutions to our customers in the constantly developing e-commerce sector with our mobile-compatible (responsive), state-of-the-art SEO infrastructure with a 100% innovative approach, supporting the latest technology SEO infrastructure, hosting many paying methods, facilitated and advanced interface infrastructure.</p>
<p><b>PROBLEMS/RISKS:</b></p> <p>Information on problems and risks when starting e-commerce.</p>	<p>The high entry capital was among our main problems. Dec. Due to the inability of small tradesmen to communicate with customers online and to master digital platforms, we, as a company, have constantly provided online services to them and provided consulting services on their adaptation. In this regard, we had to train our own staff in communication and mentoring.</p>
<p><b>FURTHER INFORMATION ON THE WEB:</b></p>	<p><a href="https://www.hipotenüs.com.tr/">https://www.hipotenüs.com.tr/</a></p>
<p><b>PHOTOS</b></p>	



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