

WOTRA HANDBOOKS



Contemporary development
strategies, business models and
sales channels of the printing
industry

Irena Rezec

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business models and sales channels of
the printing industry**

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Introductory words of the author

For many years, I have been meeting daily with companies from different sectors and different sizes who want to increase sales in the domestic or foreign market. There are usually many possible ways, especially in connection with new collaborative business models as well as with information technologies and tools. Even the printing sector cannot avoid trends. Thus, **the printing industry is also in a phase of significant changes** related to the rise of the digital economy on the one hand and collaborative business models on the other. Numerous examples show that the printing sector can adapt quickly and be also very innovative. The handbook presents a number of possible ways of successful coexistence of the printing industry with modern technologies and collaborative business models, which at the same time increases the chances of entering new sales channels and new markets.

The handbook has been in development for several years and is based on my many years of practice in the Slovenian and international environment, on the analysis of the business environment in Slovenia and abroad, as well as on many insights gained in evaluating European development and innovation projects or consulting projects in Slovenia. abroad. **The handbook is written in order to present successful practices and give practical recommendations** for the introduction of new modern strategies, business models and/or marketing and sales channels, and as such is intended for practical use in everyday business practice of the printing and related industries. **The opportunities and business models described are not limited to a particular region or country and can thus be an opportunity for any printing or printing-related company in the world.**

Many areas are combined in the handbook. In this respect, the handbook is very interdisciplinary and thus very unique, as it represents the first handbook on the market, where very different professional and business areas are systematically presented, intended for the development orientations of the printing and related industry. Understanding and rational or even innovative integration of interdisciplinary knowledge is exactly what represents an important competitive advantage in new development directions and business models.

It is important to emphasize that the handbook is not only intended for the printing industry, but also for all those who are associated with this industry or often encounter this industry (e.g. for publishers, marketing agencies, consultants and others).

I believe that the individual cases and business opportunities presented will surprise you, perhaps even wake you up, and at the same time give you motivation for positive development changes in your company.

I invite you to read, think creatively and make a great contribution to the development of a new modern but ethically and sustainably aware, mature, collaborative and supportive society.

Irena Rezec
Author





www.wotra.com

www.collaborate2shine.com