



The new Trennkost diet C, day 3: still not fed up with dieting

stores in Hamburg, Munich, Enns/Austria and is available in many department stores, such as Karstadt, Spar, Famila and Edeka, located in the most densely populated areas, such as in Berlin, Braunschweig, Darmstadt, Hamburg, Kiel, Köln, Wiesbaden and the Ruhrvalley. Customers can also order conveniently via the internet (<http://www.diaeko.com>) or use Diäko's hotline (+49 (40) 5510001). Diäko's customer base comprises 160,000 customers, of which 60,000 are regulars. The primary target market consists of females, aged between 35 and 55, that want to lose two or three kilos. However, also elderly people and men are increasingly interested in maintaining a healthy diet. Superb customer contacts are of central importance, as mouth-to-mouth propaganda is the most effective way of communicating the advantages of the Diäko products. "We are constantly striving to improve customer relationships. From the coming year onward, every

customer that convinces someone of the advantages that Diäko products have on offer, will receive a two-week-programme for the price of a one-week-programme," states Gisela Berg. Every Diäko employee that has direct customer contact is trained to be able to answer customer questions. "All drivers from our Munich-based transport fleet are of central importance. In addition to delivering the products, they also need to provide our customers with extra information. We regard every one of our employees as a multiplying factor." Diäko advertises its products at trade fairs. Another important medium for winning over new customers and keeping regular ones is the Diäko "H-Journal" in the Internet (www.diaeko.com), which is published at least twice a year, accompanied by the printed "Diäko-Magazin". With its 103 employees, Diäko realises an annual turnover of DEM 18 million of which 10% is realised from

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The Diäko prospect: a cornerstone of successful customer communication

exports. Diäko has no genuine competitor in Europe and is always striving to expand into new markets. "We are looking for franchise partners world-wide, which we provide with complete packages including marketing and advertising concepts. We believe that people will continue on the path towards a more healthy diet. Loosing weight without having

to sacrifice the pleasure of eating is what millions of people want. The market has an immense growth potential," outlines the confident Managing Director Gisela Berg.

