

EL-DE Confectionery Ltd.

Profile of Business

El-De Confectionery Ltd. Is a patisserie company that has been established in 1992, in the city of Limassol in Cyprus. The founder of the company is Mr. Kostas And, he was the first and only employee of the company in the very beginning of the company. A soon as the enterprise started its operations, the products that were produced were mainly sweets according to the current trend. However, as soon as, 1994 Mr. Kostas has started to conceptualize the creation of loukoumi, a Cypriot sweet that is mainly served as a treat in weddings. In order to create the final product that Mr. Kostas could actually serve in the market, he has foregone a long period of practising. Ever since, his wife, ..., has joined the family business and by combining their forces they have started to market their products to local wedding expos and similar events. Continuing the latter practice for a significant period of time, EL-DE has achieved to be one of the top makers of Loukoumi for Cypriot weddings.

The family dimension

Mr. Kostas... has started solely to work in his enterprise as initially the sales of the business were limited. With the addition of Loukoumi in his entity his wife has joined and since then she is helping him in the daily running of the business as well as in the roadshows. In 2012, his daughter and his son-in-law also started to work in the enterprise and they are constantly trying to digitalize the business by introducing new marketing tools through advertisements via the internet and the social media. Additionally, the young generation couple are working in a daily basis in the production line of the business.

Challenges & Opportunities:

One of the greatest challenges that the family has faced was a big fire that has erupted in their premises in 1994 and was a huge set-back. Additionally, the small number of the family members that are involved in the business means that there is a thin line between the personal and the family life and the business life.