

Best Practice Study

Väcka

📅 March 2024

Best Practice Study

The best practice study aims to present an innovative and sustainable company, which has managed to transform its business through digitization obtaining great results in terms of efficiency and time savings.

This study focuses on Väcka, a Barcelona-based company dedicated to the production and marketing of vegan cheeses made from olive oil and melon seeds.

Based on the concerns expressed by several SMEs from different sectors, interested in improving the efficiency of their operations through business management systems and enhancing their presence in social networks, this study delves into how Väcka has managed to optimize its internal processes and increase its online visibility.



01. ———

Väcka

Production and sale
of vegan cheeses

VÄCKA

- **Website**
www.vacka.es/
- **Location**
Calle Almogavers 138
Barcelona, 08018
Cataluña
- **Number of employees**
8-12 employees
- **Type of company**
Limited company
- **Sector**
Hospitality





02. ———

Initial challenges

Väcka started in 2015 as a restaurant offering vegan cheeses. Driven by the good feedback from customers about these cheeses, in 2021 they made the decision to focus **exclusively on the production and marketing of vegan cheeses**.

The aim was to generate a greater impact on people and to be able to **expand territorially**. By focusing on the production and marketing of vegan cheeses, Väcka recognised the need to **improve its internal management and online presence**. Initially, much of their processes were done **manually**, resulting in excessive use of paper and spreadsheets. However, they realised that this **was inefficient**, as a lot of information was lost between team members and searching for files became tedious. In order to improve efficiency, the company **began a process of digitisation and optimisation** of its operations.



"When we started, we did it on paper, like everyone else, and then we ended up using, trying to automate some things with just Excel sheets. Then we realised that some tools, especially these last few years, could help us."

03. ———

Improve efficiency by optimising internal processes

In order to grow, Väcka understood the importance of improving efficiency in their internal operations. To do so, they needed to automate many of their manual processes, which led them to integrate an ERP system.

The company opted for Odoo **Inventory** as its business management system. With this decision, they wanted to **integrate the different areas of the company**, such as sales, purchasing and stock management, into a single platform. This allowed them to **work in a more efficient and agile way**, maintaining constant **control over inventory and sales**.

It also facilitated tracking between internal teams, as well as communication with customers and suppliers.

Another example

Armando Santana, an SME in Tenerife dedicated to the distribution of personal care products, also grew by **implementing a business management system**. Previously, they faced **problems with constant data verification**, which hindered their growth and affected decision-making. By implementing an ERP system, their **data analysis was simplified**, increasing the **efficiency of their internal processes** thanks to the rapid availability and accuracy of information.



04. ———

Growing through digital presence

For an SME selling products online, it is essential to have a clear and attractive website and to maintain an active presence on social media to provide valuable content to its audience.

With the collaboration of a designer, Väcka worked to ensure that their website provided the **best customer experience and improved usability**. Their content approach is based on the interests and needs of their audience. As a start-up, they have **the flexibility to adapt quickly to market demands** and make changes efficiently. On Instagram, they maintain an active presence by sharing recipes, places to find their products and other related content. This has allowed them to build a community of more than 40,000 followers on the social network.

Another example

Boris Soler, a hairdressing salon in Malaga, followed a similar growth strategy to Väcka to gain visibility. They decided to **focus on social media**. To achieve this goal, they started sharing images and videos of their work on **platforms such as Instagram and YouTube**. Sensing the interest generated by their posts, they **tailored their content to meet the preferences of their audience**. This has allowed them to build a strong online community, with more than **20,000 followers on Instagram** and **200,000 on YouTube**.





05. ———

Making decisions based on data analysis

To evaluate your online presence, Väcka performs regular analyses of their **digital activities**. This includes reviewing product performance, the conversion rate on their website and the effectiveness of their social media campaigns.

They use tools such as **Google Business and Facebook metrics** to obtain conversion and abandonment information on their website. They also use **Google Analytics** to understand customer behaviour and **optimise the user experience**. With this tool, they can track email open rates and customer interests. They also use **Mailchimp to send personalized emails** based on these interests, allowing them to develop more targeted marketing strategies tailored to each customer's needs.



“We use programmes like Mailchimp which, depending on the response of our customers, also combined with a little bit of Google Analytics, we can know exactly what the behaviour of our customers is, see if they open the mailings, if they are interested and we can create a mailing chain according to their points of interest.”

06. ———

Benefits obtained

The digitalization of the different processes has had a very positive impact on Väcka, bringing them mainly **three major benefits**:



01.

Increased **efficiency and agility** in decision making, enabling them to act **quickly** and effectively to market demands and customer needs.



02.

Thanks to precise **inventory** control, Väcka minimises **losses** and maintains a **constant flow of products** to meet customer demand efficiently.



03.

The **social media presence and website** has **expanded Väcka's reach**, increasing its visibility and attracting new potential customers.

07. ———

Next steps

For the future, they want to focus on emerging tools related to **Artificial Intelligence**. These tools open up many possibilities for them, from improvements in internal team efficiency to more effective customer-facing marketing strategies.

On the other hand, they recognise the importance of working in **the field of cybersecurity** to protect the integrity of their data and the trust of their customers, so they plan to implement proactive IT security measures.

In conclusion, Väcka aims to continue to **digitise more processes within the company and to keep abreast of the latest technologies available** to maximize the benefits they offer in terms of efficiency, security and competitiveness.

This best practice study highlights how digitization of processes and a strong online presence can boost an SME's growth.



Acelera *pyme*