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Young entrepreneur struggles against the crisis

“Greek Tiger” in Thessaloniki aims to modernize his country

The journey continues – passing by the huge logistics center of Lidl at the Industrial Zone of Thessaloniki- we arrived to a *small and healthy business*. The company [Tsokanos](#) distributes to professional veterinarians all products they need: ranging from veterinary pharmaceuticals, vaccines, instruments, consumables, equipment for small and large animals to unique pet accessories and nutritional supplements (4.500 products). In its [3.500m² big and extremely clean warehouse](#), other companies can also lease space and benefit from *3PL services* (stock management, transportation etc.). The company serves more than *10.000 customers in Greece and South-Eastern Europe*.

In Tsokanos the roles are slightly different than Isomat: *Junior Executive Nikolaos Tsokanos* manages the company, while his father [Dimitrios](#) provides the ideas. Nikolaos proudly introduced us to his young *partners and trainees*. An Erasmus student from Turkey also joined the young team who is [optimizing the marketing, logistics, sales processes and digital integration](#) of the company. In total, around 30 people work at Tsokanos.

In his own office the junior chief speaks with *enthusiasm* for his company. "To further improve our *opportunities* in the market, [we developed our own products](#), such as electronic ear tags for large animals." With special devices (*readers*) any type of information about each animal can be read. Certainly *a pure niche in the market*: In Greece alone there are 14 million sheep and goats, and many cows and pigs. The 30-year-old junior manager is a real technology-mongol. Having *reengineered the company's software to an ERP system*, he would like also to see the IT infrastructure of all the *authorities in Greece* be modernized too.

But currently, the crisis slowed down this self-confident young manager. "*I am 30 years old, at the peak of my physical and mental performance. Together with the experience of my father, I can create added value. But for that we need a stable economic environment*. However, the Greek Government represents many things but economic stability."