



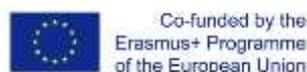
## **OLEASTRO – OLIVE PARK**

### **Abstract of the Case**

Oleastro Olive Park is a theme park placed in the village of Anagyra, in the Limassol District of Cyprus. It was established thanks to the Cypriot social funds for female entrepreneurs and it represents a great example of a business that intersects perfectly primary, secondary and tertiary sector, as the Ellinas managed to associate the olive oil production to the touristic services that a theme park offers. Furthermore, Oleastro Olive Park's family dimension follows a shared ownership in the first generation, while the second generation, composed by Natalie and Daniel, give their hand while studying for their own career. The main opportunities are linked to the availability of EU funds and collaboration with the Cypriot touristic organizations; whereas the threats lie mainly with the increased competition that concerns both the small educational theme parks in the territory and the imports of Greek olive oil products. To face these threats, the family relies in high rigour and continuous innovation of their activities, products and organizational model, confirmed by the "Innovation Prize" award won in 2013. In conclusion, the Ellinas family represents a model of careful and dedicated entrepreneurial activity, with lot of care for production, tradition, collaboration and innovation.

This case was prepared by Prof. Panikkos Poutziouris and Dr Kostas Melas from the UCLan Cyprus as a partial output of the Artisan Project. The case has to be intended as the basis for class discussion, rather than to illustrate an effective or ineffective handling of an administrative situation.

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