business
development
germany

FOOD & BEVERAGES

CASE STUDIES

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CASE STUDY

Italian Pasta Producer

Entering the German market with high-quality pasta from Abruzzo

Family-owned pasta company from Abruzzo wished to enter the Germanmarket and make first contacts.

APPROACH:

Preparation of marking material, review of competition and comparing of packaging and quality.

»SPECIAL CHALLENGES«

Italian pasta has been in Germany for more than 100 years and it was very difficult to define hard USPs.

RESULTS:

- Thorough review of the market
- Learnings fromother players in the market.
- Creation of German handout.
- Identification and contacting of distributor database with 5 interested companies.
- Finding that the packaging needed change to enter the market.

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CASE STUDY

French Spirits Producer

Cognac

One of the top-10 cognac producers contacted us for assistance in the German market and wished new distributors.

APPROACH:

Identification of the relevant qualifications according to clients wishes and then building up a sophisticated database with all relevant players in the German market.

RESULTS:

- Sophisticated database with all relevant distributors in Germany.
- Thorough qualification and presentation of the 7 most relevant ones.
- Strategic advice on how to improve the strategic approach of the market.

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CASE STUDY

Indian Rice Company

Basmati

A big Indian rice producer and trader wished to enter the German market.

APPROACH:

Long-term oriented project with sales and marketing services with focus on the biggest potential clients in the market (according to clients wishes).

»SPECIAL CHALLENGES«

Rice is not so important in German and the prices are extremely low.

RESULTS:

- Creation of German entity with modern and attractive marketing materials.
- Identification of a database of potential clients (60+) and systematic contacting over a period of several months (difficult area to contact in).
- One major account was opened – one of the biggest discounters in Germany wished to cooperate with the client on the basis of our preparations. The deal size was significant.

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CASE STUDY

Mineral Water

East-European mineral water producer wished to investigate the possibilities of entering the German market.

APPROACH:
Pragmatic research and report on all relevant information on entering this market.

»SPECIAL CHALLENGES«
Germany has thousands of water sources and is on the the biggest markets for this in the world.

RESULTS:

- Thorough research of several points of interest to the client.
- Identification of potential clients and approach of the same.
- In this project no deal was made, but the costs and efforts of a potential market entry were systematically identified and presented to the client for his decision making process.

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CASE STUDY

Sport nutrition

Building up a German Brand

Indian producer of fitness drink dispensers.

APPROACH:

Internationally operating company wished to enter the German market and to transform into a German organization. We planned intensively, had a workshop in Mumbai, India and supported all steps of the enterprise over several months.

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RESULTS:

- Installation of whole German entity.
- Extensive preparation with workshop and trade fair event in Mumbai, India.
- Competitive analysis.
- Communication concept.
- Clear and recognizable logo and marketing was developed to transport to new values and identity of the organization.
- Website creation
- International trade fair organization

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CASE STUDY

Hungarian aroma producer

Expanding business to Germany

Producer of aromatic substances with manifold implementation possibilities was aiming to generate business in Germany.

APPROACH:

To begin with the market situation was analyzed and investigated thoroughly in order to map the situation. Based on this a workshop was set up with the client to decide paths and approaches. Hereinafter; identification of relevant target groups, in-depth analysis of target markets and creation of marketing materials for highly focused approaches of the specific target groups; following intense sales campaigns via phone, mail and trade fair visits.

»SPECIAL CHALLENGES«

This area is extremely complex and also “behind closed doors”.

RESULTS:

- Definition of target groups
  Research and selection of targets
  Intense sales campaigns
- Profound market knowledge
  Development of business strategy
- Establishing relations with strategically important organizations
  Diverse highly-targeted marketing materials
  Membership in relevant German associations
  Establishment of market presence was built up over a longer period of time

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CASE STUDY

Bargus

Russian Food Producer Supplier of bakery products for industry

Very big Russian producer of bakery ingredients in large scale. Operating partly from Russian and from Finnland, wishing to enter the German market and to gain big accounts here.

APPROACH:

Systematic distributor search including marketing, thorough market research and sales activities.

»SPECIAL CHALLENGES«

This area is a relatively closed industry and it takes a lot to introduce new players into the market. The German standards are very high and mostly the industry is supplied by German market participants, which makes it difficult to enter.

RESULTS:

- Creation of marketing materials.
- Definition of a target strategy.
- Complete market research and evaluation.
- Compiling purpose-fulfilling list of suitable distributors in Germany and approaching them for individual qualification.

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