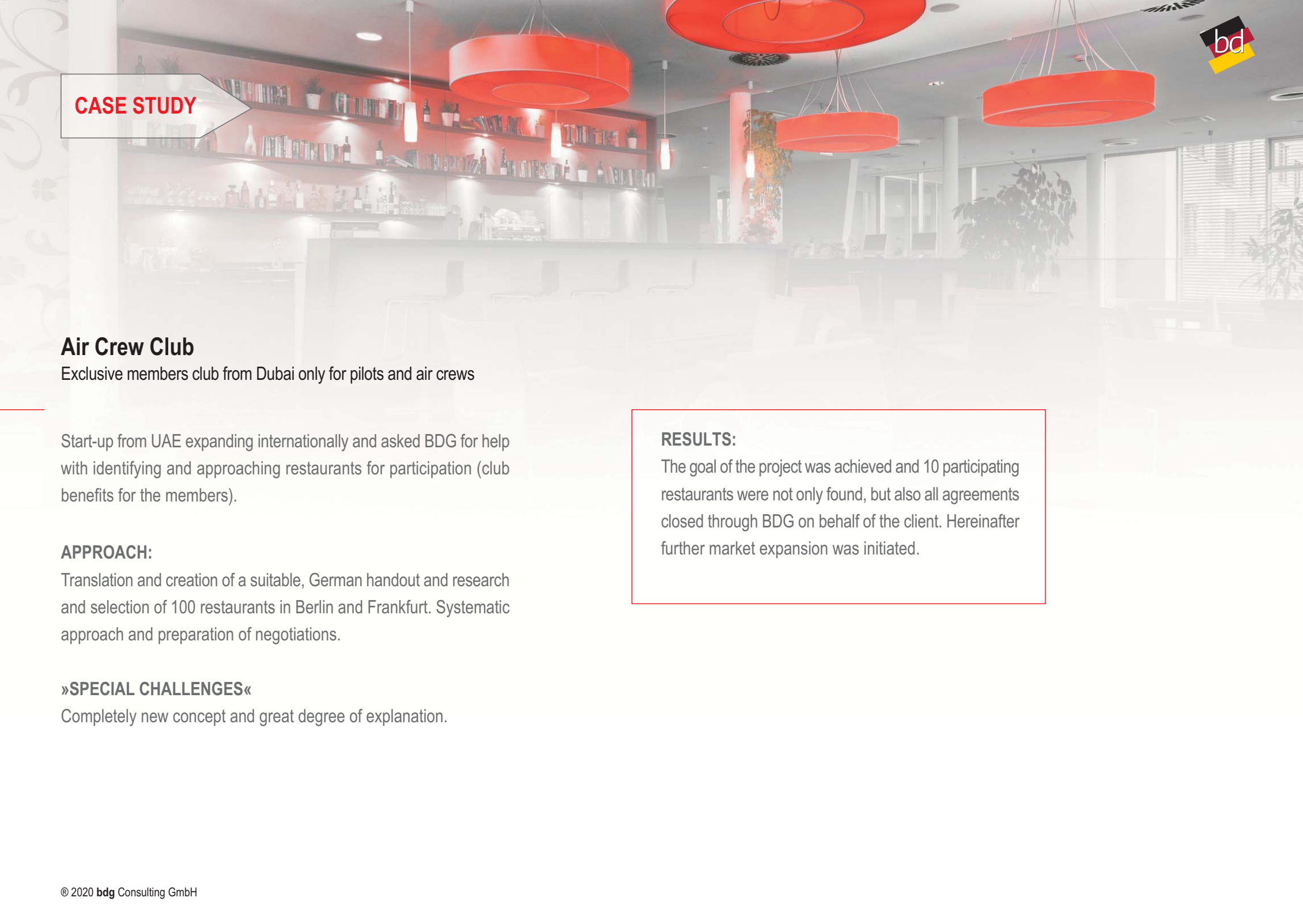


# CONSUMER PRODUCTS

## CASE STUDIES





## CASE STUDY

### Air Crew Club

Exclusive members club from Dubai only for pilots and air crews

Start-up from UAE expanding internationally and asked BDG for help with identifying and approaching restaurants for participation (club benefits for the members).

#### APPROACH:

Translation and creation of a suitable, German handout and research and selection of 100 restaurants in Berlin and Frankfurt. Systematic approach and preparation of negotiations.

#### »SPECIAL CHALLENGES«

Completely new concept and great degree of explanation.

#### RESULTS:

The goal of the project was achieved and 10 participating restaurants were not only found, but also all agreements closed through BDG on behalf of the client. Hereinafter further market expansion was initiated.

## CASE STUDY

### Knife Sharpener from Scotland

Innovative and award-winning kitchen tools

Listing of a great product!

#### APPROACH:

Short marketing preparation and workshop in Scotland.  
Identification of targets and contacting over long period of time.

#### »SPECIAL CHALLENGES«

Very difficult in Germany, since there is a big knife industry with own knife sharpening tools.

#### RESULTS:

- Systematic approach of more than 100 relevant buyers, distributors and retailers all over Germany.
- Presentation to several big companies.
- Listing with one distributor with several shops and online stores. The new partner started the partnership with advertising the product in his catalogues that go out to more than 1 Mio. relevant German consumers.



## CASE STUDY

### Fine Bone China & Home Decor Distributor Search

Beautiful tableware products of Israeli interior designer. With a big variety of tableware like cups, teapots, plates and other assecoires, the young designer brand wished to start distribution into Germany.

#### APPROACH:

Short and pragmatic distributor search.

#### »SPECIAL CHALLENGES«

Small budget and only small quantities of China available.

#### RESULTS:

- Creation of a German handout.
- Identification of 41 potential distributors.
- **8 companies** were interested and negotiations with 1 huge department store was initiated.
- Support on Ambiente 2016.

## CASE STUDY

### Danish Manufacturer of oil table lights

#### Stella Light Entering the German market

A Danish producer of innovative oil lights for the HoReCa industry was looking to introduce its products to the German market and generate business in Germany.

#### APPROACH:

Creation of completely new and appealing marketing materials for the German market. Optimizing website content and translation into German. Identification of target groups, research of targets and direct sales activities.

#### RESULTS:

- Definition of target groups
- Research and selection of targets
- Professional price lists for different target groups
- Re-designed logo
- Set of professional product photos
- Creation of presentation and 3 handouts for the German market
- More than 80 importers and relevant distributors were systematically contacted and new business accounts built up within just a few months. This resulted in a bigger project roll-out and in building up an ongoing representation for the German market

## CASE STUDY

### Belgian Tableware

#### Finding Importers and Guiding first steps on the German market

A Belgian producer of contemporary, beautiful tableware approached us for assistance with identifying buyers and placing their products in the right chains and shops.

#### APPROACH:

We started with checking the buying landscape and found out that it would be tough, but that the brand had chances in the German market. The project was divided into subcategories; HoReCa, chains & department stores, onlineshops and then the sales work started.

#### »SPECIAL CHALLENGES«

Germany is relatively saturated and there is extreme competition and low prices.

#### RESULTS:

- Preparation with translation and optimization of website and marketing material
- Complete photo shooting for better and contemporary pictures
- Identification of 64 German companies
- Intense sales process and contacting of all companies
- Establishment of 3 valid appointments with German buyers
- 1 huge online and department store chain with personal meeting there