

Case study Vet Equipment Manufacturer



PROFILE PARTNER COMPANY

- Founded in 1982
- HQ in Quebec, Canada
- Engineering and Manufacturing veterinary dental and anesthesia units
- Focus has been selling mainly in Canada and North-America.

Background

A leader in the field of veterinary dental and anesthesia units since 1982, supplying to veterinary hospitals and clinics to improve the quality of animal care.

From the headoffice in Quebec, their focus and success has been selling mainly into Canada and North-America. Years ago the Canadian team engaged with an exclusive European wide distributor and although this resulted in a list of countries where units were sold, the European market offered much more opportunities. 'Vet mediq' decided to explore the European market.

Their decision to partner with EuroDev for an initial 4-month introduction program followed by a longer term contract provided the following benefits:

- Understanding of the markets including rules & regulations
- The removal of language and cultural barriers
- The benefit of fluent communication in local time zones
- The identification and qualification of the market potential
- Flexibility and transparency in planning and execution

Research: Market size, rules and regulations

- Setup an outsourced, multilingual sales team and office
- Inventory of size of veterinary equipment distribution industry
- Local legal requirements for the products
- Defining the market potential
- Mapping the competitive landscape
- Research customer satisfaction among current EU customers to verify service levels are being delivered
- Formulating a market entry plan

Game plan

- Re-build relationships with existing customers
- Primary focus on Germany, Italy and Spain and secondary focus on UK & Ireland, Benelux and Poland.
- Create awareness of Vet Mediq's improved quality and appoint 1 strong partner per country
- Target strategy: Select specialized distributors that are acquainted with selling capital equipment in the veterinary field, able to cover a whole country and with staff training capabilities and servicing machines.
- Daily multilingual back office support
- Exhibit at tradeshow and congresses and onsite training events
- Marketing tools are localized to stimulate an effective market entry
- Facilitation of demo-units for potential distributors

Results

After finding out the exclusive partner was not providing the required customer service and leaving customers unhappy, the exclusive agreement was cancelled.

In a few weeks a new German distributor had been assigned and trained. The existing customers has been re-facilitated and communicated directly. Sales has been increased among existing customers.

A few months down the program with the support of EuroDev organized marketing activities and exhibited at a very successful tradeshow in London. The seeds for a new distributor network were planted. Negotiations with the UK partner started and the interest from the Irish, Israeli and Spanish market was sparked.

Onsite at the UK and Spanish partners, the team also managed to add a second productline to their gamma ensuring a wider offering for the veterinary practices.

New distribution agreements have been signed in Spain and UK and the team trained their sales team to ensure a successful launch and support.



Next steps

With the units also being sold by a legacy partner, and without knowing to whom these were sold to, the difficulty lies in collecting direct market feedback. This has barred Vet Mediq to provide the much needed aftersales service. This together with the lack of transparent communication from the legacy partner has lead to a negative brand image.

Resolving the issues and educating both existing and new distributors is top priority and moreover a necessity.

Next steps involve improving, nurturing the relationships with the distributor network as well as repairing those with the veterinary clinics. Direct aftersales follow up, providing training & materials and frequent contact with the network are an essential part of establishing this.

Another key focus is to roll out into more countries across the European continent to obtain a greater market share. The strategy to use (local)tradeshow and networking events for this still applies.

WHAT MAKES EURODEV SPECIAL?

Multilingual staff, dedicated to the partner's success

The willingness to go the extra mile

A full European business development range

Cost-effective solutions to grow the European presence

Experience and network within the EU markets

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding have partnered with over 300 companies to help them define and meet their European business goals.



Sales Outsourcing
Dedicated sales and marketing teams for manufacturers looking to expand in Europe



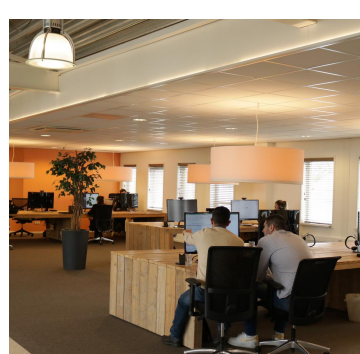
HR Outsourcing
Professional employer organization services, HR management and recruiting solutions across the EU



Digital Marketing
Result-driven marketing for North American companies, at the service of their European clients

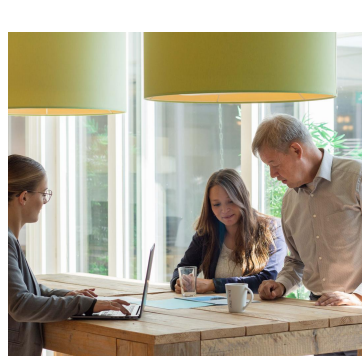


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