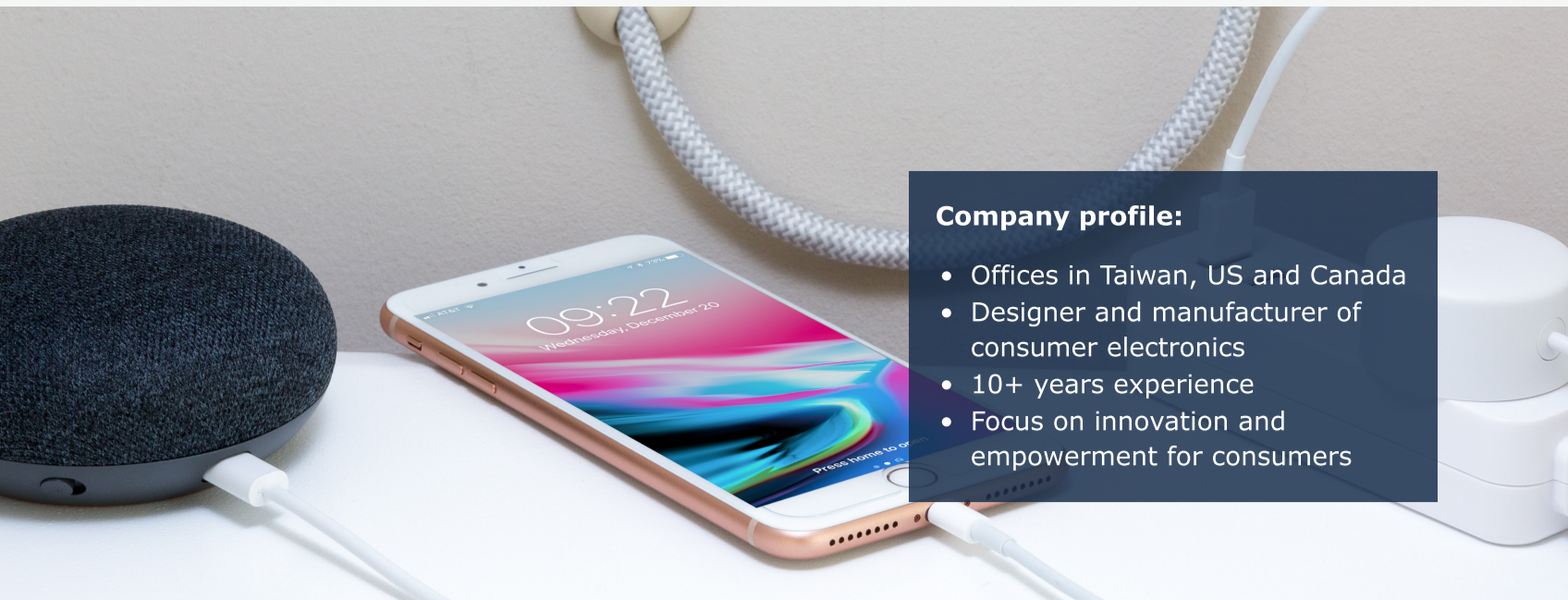


# Case study: Consumer Electronics



**Company profile:**

- Offices in Taiwan, US and Canada
- Designer and manufacturer of consumer electronics
- 10+ years experience
- Focus on innovation and empowerment for consumers

## Introduction

Our partner is a manufacturer and designer of future proof products related to and revolving around USB connectivity. Founded in 2010, our partner is a major player in North America with a portfolio of major retailers such as BestBuy, Office Depot, Staples, and Walmart. Customers rely on good quality, future-proof products with excellent after-sales service.

## European sales expansion


After achieving good results in their home market, the board decided to look into the European market. The decision was made to see if there was an opportunity for our partner's products on the European consumer electronics market. Our partner initially launched their products via e-commerce platforms such as Amazon and Bol.com. Although this did generate the first European sales, they noticed that the performance was not as expected. The results were not enough (yet) to create a real foothold on the European continent. So from there, our partner reached out to EuroDev to work together on a more elaborate European sales strategy.

At the initial meeting, EuroDev laid out a possible plan for European expansion through the 4-month introduction program of the Sales Outsourcing service. After this meeting, an initial strategy was drawn up, outlining the most important regions and goals for our partner. The collaboration kicked off during the world's biggest trade show for consumer electronics, the CES in Las Vegas. The European and American teams has the opportunity to meet with each other and the EU sales force received the first product trainings on the spot.

The aim of the first phase of the introduction program was to understand if it would make sense to target the same kind of customers as in the USA. This meant looking at the biggest retailers in Europe such as MediaMarkt – Saturn (Germany), and Fnac-Darty (France). These approaches and the research showed no brand awareness in Europe. The conclusion therefore was that retailers would not take the chance on Our partner before their brand awareness in the European markets would grow.

As a result of these phases, a strategy has been drawn up based on medium sized retailers, Apple premium resellers, distributors and e-commerce.

When given a choice of product, business buyers will purchase the one that is already known in Europe to avoid risks



## Results


After a year working together, a successful sales trip, visiting several retailers, distributors and several countries, we could confirm the real potential for the product in Europe. We've realized a further expansion and optimization of the e-commerce presence with our partner, and created a network of sales in the UK, The Netherlands, Scandinavia, Germany and France.

## Next steps

In order to be successful in working with EU retailers, our partner has redesigned their packaging and added descriptions and manuals in several European languages. This is key in convincing European players that you are here to stay, and that you care about their particular needs. Addressing someone in their own language will always work better than assuming they read English.

In a second phase, to further increase the sales, the focus will lie on building the brand of our partner in Europe. With major European competitors, it is essential to differentiate yourself, and stand out on the shelves. Future campaigns will make sure that the brand is top of mind for consumers.

You want to make sure your audience feels that you understand their challenges and have a high quality product to help them overcome these challenges.



## Interested?

Are you interested in the added value of EuroDev for your business?

Contact our VP of Retail at [a.heyraud@eurodev.com](mailto:a.heyraud@eurodev.com)



### VP Retail

- Stephen Viljoen, Bcom Honours
- 15+ years experience in International Business, Account and Sales Development
- Specialisms: FMCG
- Speaks: English and Afrikaans

## 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, we



**Sales Outsourcing**



**HR Outsourcing**



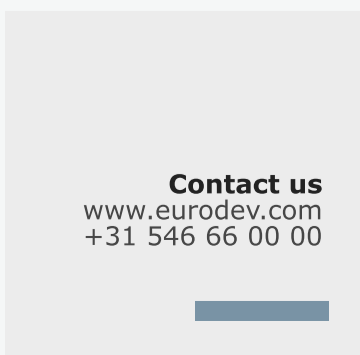
**Digital Marketing**



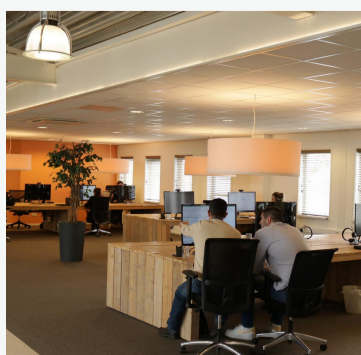
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