CASE STUDY PET PRODUCT INDUSTRY EUROPE
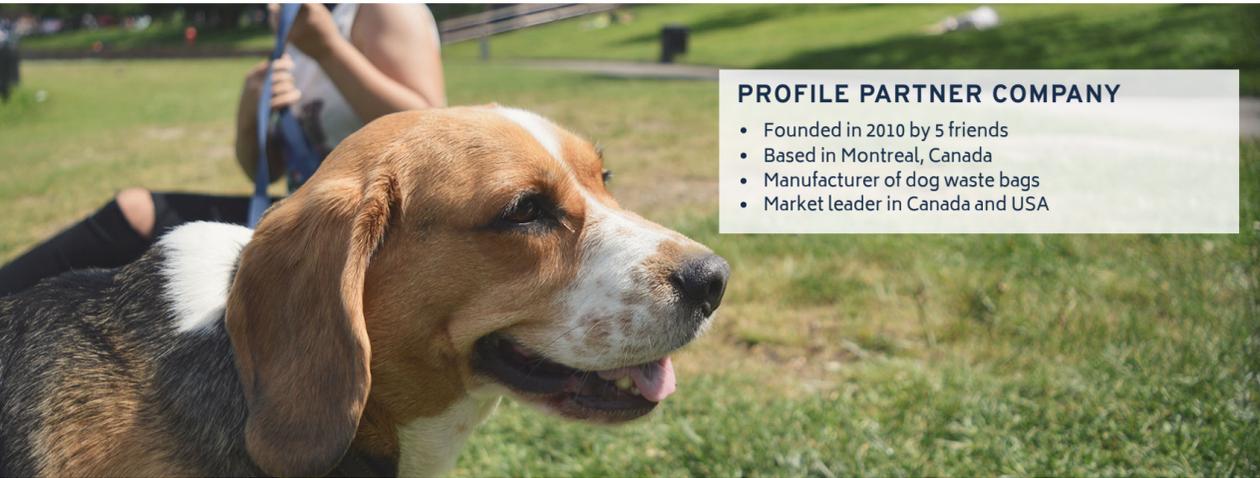
PROFILE PARTNER COMPANY
- Founded in 2010 by 5 friends
- Based in Montreal, Canada
- Manufacturer of dog waste bags
- Market leader in Canada and USA

INTRODUCTION

Being the market leader in the US and Canada, "Dog Waste Corp" was looking to replicate their success in the European market. However, they realized the need for a strategic plan suitable for the unique characteristics of the European markets. They felt they had a lack of market knowledge, an inability to provide real-time support due to the time zone differences, as well as cultural and language barriers. So, "Dog Waste Corp" decided to partner with EuroDev through the 4-month introduction program: an efficient and affordable way for companies to gain insight into the potential the European market holds. Once the 4-month program came to an end, they decided to continue the partnership with EuroDev on a structural basis.

4-MONTH INTRODUCTION PROGRAM

Month 1
After the briefing and initial product training, the EU team focused on the German, French and UK markets as these are the leading pet product markets. Besides analyzing the market segments, the team also looked into the competitors in the industry.

Month 2
During the lead qualification phase, the team compiled a list of qualified distributors and retail chains as well as possible logistics and warehousing solutions in the Netherlands. In the run up to a big industry trade show, the team also set up sales qualified meetings.

Month 3
As part of the go-to-market phase, the team contacted a list of 150 qualified potential clients, and secured numerous meetings for the major trade show taking place in the fourth month.

Month 4
Together with the "Dog Waste Corp" principles, the team attended a trade show in Germany. The meetings with potential clients were successful and included talks with the biggest pet specialty chain in Europe.

3PL

"Dog Waste Corp" had a special last minute request before the trade show. The aim was to have a 3PL, which would be ready to ship out orders the week after the trade show. The selection of 3PLs from EuroDev exceeded the expectations and within less than a month, they started a partnership with a 3PL from the EU team's shortlist.

TEAM EFFORT

During the trade show in Germany, the companies qualified by EuroDev showed great interest in the "Dog Waste Corp" products.

What really made the difference in working with EuroDev, were the language skills and professional sales experience the team members brought to the table. Speaking German, Dutch, Spanish and English meant the team was able to overcome possible language barriers with prospects in those regions.

In addition to the growing sales in Europe, "Dog Waste Corp" feel like they have gained extra team members who they consider part of their organization, because they go the extra mile and carry out the company spirit across the continent.

Within 4 months of entering the European market with a dedicated, EU sales team, the biggest pet specialty chain in Europe, with over 1400 stores, signed an agreement. Another pet specialist with 200 stores across Europe also signed. After the trade show, additional agreements with distributors from Malta, Greece and Hungary. These markets had not been on the radar of the company before, but proved to show great potential for their products.

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 solution to grow the European presence
- Experience and network within the EU markets

Welcome
Visit our offices in the Netherlands or France

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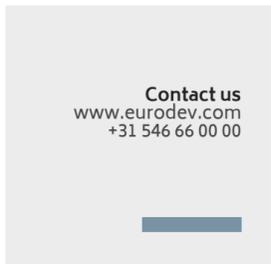
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WHY CHOOSE EURODEV?

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 have partnered with over 250 companies to help them define and meet their European business goals.

SALES OUTSOURCING
Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe

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

M&A CONSULTING
Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions