



RELIABLE

PARTNERS

The European development journey of one of our clients
"Dog Waste Corp"

Before you make any big long-term decision regarding investments, you need to test new target markets and stay flexible. In EuroDev, we understand that perfectly.

Therefore we offer introduction programs that are helping North American companies to familiarize themselves with the European retail markets cost-effectively and reliably.

PARTNER'S PROFILE



Montreal, Canada
based



12+
years of experience



Leading dog waste bags
manufacturer in USA &
Canada



Founded by
5 friends

How it all started



COMPANY WAS
FOUNDED IN 2010



OWNED BY A
GROUP OF FRIENDS



GREAT USA &
CANADA SUCCESS



TIME FOR
EUROPE

Being the market leader in the US and Canada, it was time for the next step for "Dog Waste Corp". They were looking to replicate their North American success in the European market. But how do you do that when you are completely unfamiliar with this part of the world? At the very beginning, "Dog Waste Corp realized they will need a reliable partner to guide them through the unique characteristics of the European markets.

That is why they have decided to partner up with EuroDev. The program they have picked is the 4-month introduction. This is an efficient and affordable way for companies to gain insight into the potential European market holds. After a great success that we had together and the program came to an end, "Dog Waste Corp" decided to continue the partnership with EuroDev on a structural basis.

Challenges

The European market is very attractive for US companies, but at the same time, it is a big step to make. That either scares companies away and they never try. Or some companies jump into the market without realizing how different Europe is compared to the USA.

Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market research when you are not familiar with the culture?

Where do you start with your expansion when there are so many European countries? Not all of them are suitable for all retailers and manufacturers.

Let's not forget different time zones that are making it hard to communicate with retailers and distributors. And there is, of course, a language barrier too.

For the businesses who manage to find their way into the market, when it comes to marketing and advertisement, they face another setback. The way marketing and digital presence are handled in Europe is completely different than in North America.

All of this leads to one logical decision - finding a reliable partner who will help you with all of this. And when you do, your European market expansion will be rather a smooth sailing than a stressful episode for your company.



TIME-ZONE
DIFFERENCES



LANGUAGE
BARRIERS



CULTURAL
DIFFERENCES



FINDING
DISTRIBUTORS



APPROACHING THE
MARKET

4-MONTH INTRODUCTION PROGRAM



Compliance research



Evaluating need for the
warehouse



Logistic solutions



Identify, profile &
approach distributors



Identify, profile &
approach retailers

What we did

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.

2

During the lead qualification phase, the team compiled a list of qualified distributors and retail chains. Also, all the possible logistics and warehousing solutions in the Netherlands were identified. In the run-up to a big industry trade show, the team also set up sales-qualified meetings.

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.

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 negotiation with the biggest pet specialty chain in Europe.

Meeting last-minute requests

Working with EuroDev means that you will be relieved from all the pressure. Working with “Dog Waste Corp” put in front of us another challenge. They had a special last-minute request before the trade show. And that was getting 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.



Results



TRADE SHOW
TRIP

The trade show in Germany was a huge success. The companies that were qualified by the EuroDev team showed great interest in the "Dog Waste Corp" products.

What really made the difference and helped "Dog Waste Corp" are language skills and professional skills that experienced team members brought to the table. Members of the team that was assigned to this client are speaking German, Dutch, Spanish, and English. This helped the company to overcome possible language barriers with prospects in those regions.



NO LANGUAGE
BARRIERS

In addition to the growing sales in Europe, "Dog Waste Corp" feels 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. And that is why in EuroDev we say that we are partners.



TEAMWORK ON THE
WAY TO SUCCESS

Within 4 months of entering the European market, the "Dog Waste Corp" signed a huge deal. One of the biggest pet specialty chains in Europe with over 1400 stores partnered up with the company. And the success continued with another pet specialty brand with over 200 stores across Europe also signed. Thanks to EuroDev, the company was able to penetrate the European market within a very short period.



SUCCESS WITHIN 4
MONTHS

After the trade show, distributors from Malta, Greece, and Hungary also offered the deal. These markets had not been on the radar of the company before but proved to show great potential for their products.

WHY EURODEV?



26+ Years of Experience and Network within the EU markets.



Multilingual staff, dedicated to the partner's success.



Making the effort to truly understand the client's values and align our internal processes to theirs.



Cost-effective solutions to grow the Pan-European presence.



European business development experts ranging from Sales to Marketing to HR.

WHO WE ARE

EuroDev is assisting internationally oriented North American companies to expand to the European market since 1996.

MEET STEPHEN

Stephen Viljoen is our Vice President of Retail Unit and if you are planning your expansion to Europe - this is the contact you are looking for.



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OUR TEAM

500+
partners

Our team of dedicated, experienced, and multilingual business developers are successfully helping over 500 North American companies with their European expansion.