



RELIABLE PARTNERS

The European development journey of one of our clients "Candy Chuckles"

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



California based



Founded in 1869.



Over 140 years of candy making experience



Family-owned

How it all started

GAME PLAN



FIND NEW
DISTRIBUTORS &
DISTRIBUTION
CHANNELS

The company "Candy Chuckles" is among the twenty biggest North-American confectionery companies. In 2013 the European market exploded overnight when videos of one of their products went viral. With the hype slowly coming to its end, the company is looking to develop a more sustainable business.

Having the current European team fully occupied, the company sought dedicated sales efforts on the continent. The local presence was necessary to build long-lasting relationships with customers. Furthermore, the call for improving their strategic understanding emphasized the need for local professional expertise.



GENERATE LEADS &
ORGANIZE SALES
TRIP TO MEET WITH
QUALIFIED LEADS

Strategic objective

The company's main strategic objective was to re-position themselves in the Dutch market with a wider offering of products through alternative channels, and to generate healthy margins along the supply chain.



SET UP STRATEGY
TO INCREASE THE
SALES

Euro Dev SOLUTIONS



Compliance research



Evaluating need for the
warehouse



Logistic solutions



Identify, profile &
approach distributors



Identify, profile &
approach retailers

Euro Dev Research Program

During the research program, EuroDev provided the following benefits:

- 1** Understanding the Dutch market of candy consumption & trends
- 2** The removal of language barriers and fluent communication with local time zones
- 3** The identification and qualification of the market potential
- 4** Flexibility in planning and execution



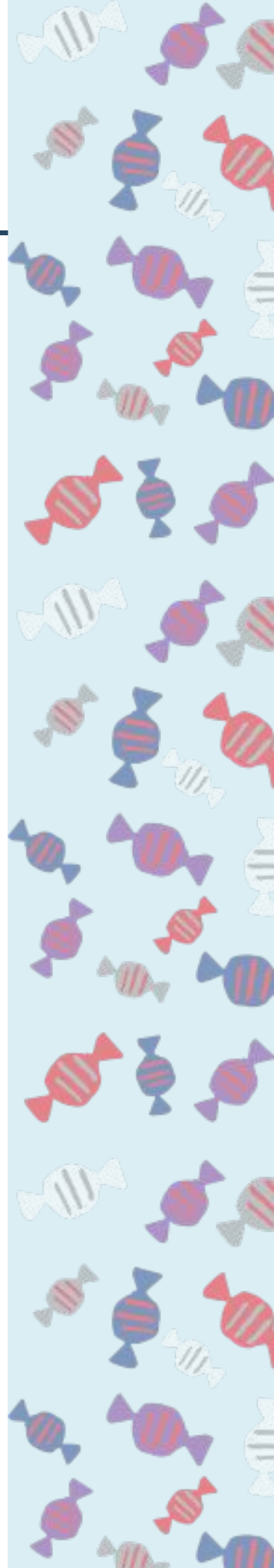
Results

Within a year, we found a distributor in the Netherlands and started working with their salespeople intensively to secure the company's shelf space. To make sure everyone can have access to the product, several e-commerce partnerships were established.

Furthermore, the largest candy specialty chain in the Netherlands was made a customer, in order to enhance the brand. Alternative channels, such as bookstores and theme parks, were also considered. Ultimately, cases were presented successfully, and pilots turned into customers.

In the process, the team gathered feedback from the market which helped shape the strategy and offered an interesting insight into the different stages of "Candy Chuckle's" domestic and European markets, each with its very own challenges.

Although tempting, the product was never sold at overprice. The team pursued qualitative sales, thus sticking to the initial strategy.



Next Steps

1

To continue Candy Chuckles' sustainable development in the Netherlands, Euro Dev will continue looking for new channels, opportunities, and partnerships.

2

Exploring new channels: toy stores, convenience stores, and petrol stations.

3

Brand awareness is in focus as just listings and shelf space are not enough to drive sales.

4

With the numbers going up in the Dutch market, the company is considering looking into other European markets to develop together with Euro Dev.

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.