



8 YEARS --- PARTNERS

The European development
journey of one of our clients
"Nimble Mocha"

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



Brand of
Seattle-based group

22+

More than 22
years of experience



Professional coffee
equipment at home



USD 30-50 million in
annual sales

How it all started

In 2014, on the back of 3 very successful years domestically, “Nimble Mocha” made an executive decision to capitalize on 3rd wave coffee, a booming trend at the time, and expand to Europe.

Early successes in the UK convinced the coffee expert to proceed further but with a very busy sales team and no real international experience, “Nimble Mocha” turned to EuroDev and embarked on a 4-month program, which would end with their first-ever participation at Ambiente 2015, the largest international consumer goods show in Europe.

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.

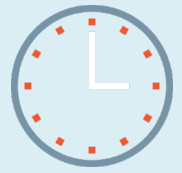
Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market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



approaching the market

4-MONTH INTRODUCTION PROGRAM



Competition and pricing analysis



Research trend size and trends in the industry



Generate leads & organize a sales trip with qualified meetings



Set up the strategy to increase the sales



Identify, profile & approach retailers & wholesalers

More about our program

A simple and affordable way for American companies to test the complex European waters and find out what they don't know about the market, regarding rules and regulations, competition, margin requirements, etc. After a successful introduction program, "Nimble Mocha" outsourced its sales effort to EuroDev for another 2,5 years before hiring its own European team.

Benefits of our market research

Benefits of the market research:



Understand EU rules & regulations, and take necessary steps to comply



Identify, select and prioritize key countries within Europe



Understand country-specific trends, identify key retailers/distributors and their margin requirements



Benchmark competitors, adjust pricing and marketing material accordingly



Develop a go-to-market strategy

Results of the Market Research

Over 180 leads were identified and qualified, leveraging EuroDev's retail database and the project team's ability to find new ones, in several languages.

Leading up to Ambiente 2015, EuroDev modified and translated all marketing material, created a pricing structure that works for Europe, and took steps to open an EU fulfillment center, before calling on 95 leads and securing 23 meetings at the trade show.

"Nimble Mocha"'s international sales manager, two of his colleagues, and 3 EuroDev employees, who organized the event from A to Z, attended the show. A "Brew Bar" run by a professional German barista got "Nimble Mocha" the attention it needed and the show was a great success. It was the beginning of a fruitful, 2,5-year partnership.

Success After 18 Months

18 months after Ambiente 2015, "Nimble Mocha" was on the map and growing fast:

73 active retailers and distributors in 18 European countries

Over 400 prospects contacted

Partnerships with key retailers: John Lewis in the U.K., or

Tchibo in Germany

Revenue of \$400,000 in year 1 - \$1 million in year 2

Game Plan

With a line of high-priced, somewhat niche coffee makers, in a European market that was late in recognizing the emerging coffee consumption trends, "Nimble Mocha" needed a strategic, finetuned game plan to ensure fast market penetration. EuroDev developed a comprehensive sales, marketing, and logistics strategy outlined below.

Enter the European market, starting with Germany, France, and the U.K. through Specialty Coffee chains, high-end kitchenware chains, and distributors, to build a platform and reputation for the second stage

Expand to secondary markets, whilst opening large, key accounts in primary countries (department store and consumer electronics chains)

Build a strong PR strategy: PR outreach to a number of publications, online influencers, and top coffee shops throughout Europe.

Establish a European distribution center to not only service "Nimble Mocha"'s Brick and Mortar retailers but also its fast-growing list of online resellers.

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.