



RELIABLE

PARTNERS

The European development journey of one of our clients "Deco Inc."

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



Facilities in
Ohio and Michigan



50+
years of experience



High-quality
decorative wall panels



Leader in
innovation and design

How it all started



amazing usa
success

The organization "DECO Inc." has been manufacturing hardboard and decorative wall panels for 50 years, having a solid sales network through major US DIY retailers such as Home Depot and Lowe's. The reason why they are so successful is that consumers appreciate the panels' patterns, the high-quality wood structure as well as the competitive pricing.



great network
through us
retailers

Through US trade shows a sales opportunity with a big retailer in Eastern Europe had sparked the board's interest to expand internationally. The company's efforts to develop a local presence in Western Europe from the US had very limited success and the board made the decision to team up with EuroDev to access the European market.



opportunity
through us trade
show



time for
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.

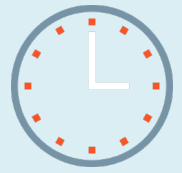
Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market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



approaching the market

4-MONTH INTRODUCTION PROGRAM



Competition and pricing analysis



Research trend size and trends in the DIY industry



Generate leads & organize a sales trip with qualified meetings



Set up the strategy to increase the sales



Identify, profile & approach retailers & wholesalers

What we did

The first step of our collaboration was a 4-month introduction program.

During the research program, EuroDev provided the following benefits:

Understanding of the market competition and other wall decoration solutions available

The removal of language barriers and fluent communication with local time zones

The identification and qualification of the market potential

Flexibility in planning and execution

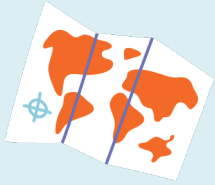


Results



successful
sales trip

After the introduction period and a successful sales trip, visiting several retailers of the Kingfisher group and several countries, we could confirm the real potential for the product in Europe. We were happy to validate that the pricing policy was right in the market trend, the product quality was above the market offer and the eco-friendliness, and sustainability of the product definitely an asset to attract environmentally conscious EU consumers.



no language
barriers

Our discussions with the European DIY buyers clearly proved that it would be a challenge for EU consumers to buy and transport 4 x 8 inches panels directly from DIY chains and a product adaptation was validated to comply with the local product sizes.



teamwork on the
way to success



success within 6
months

Next Steps

To be successful in working with the big DIY chains in Europe, "DECO Inc." has adapted the product offer to the market in demand for more practical and easy-to-carry product sizes. For any company that is trying, it is key to follow European trends and designs.

In a second phase, and to further increase the sales, "DECO Inc." has to serve smaller players across Europe too. The EU Team has studied different models and a decision will be made in the next couple of months to go through a distributor or with a warehousing solution.

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.