



# **RELIABLE**

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# **PARTNERS**

The European development journey of one of our clients - the US manufacturer of children's swimwear.

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 in a cost-effective and reliable way.

# PARTNER'S PROFILE



Idaho  
based



13+  
years of experience



Family  
owned & operated

# Story Behind the Brand

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COMPANY WAS  
FOUNDED 2009

It all starts with an idea. In 2009, the founder's granddaughter asked for a swimwear item that was nowhere to be found. Since the swimwear didn't exist yet, she decided to develop the product herself. This wouldn't be possible without Grandma's help. Their teamwork resulted in sewing a perfect piece. No surprise that soon after, requests kept coming in. And they have started selling their products online. A new business was born!



FAMILY-OWNED  
BUSINESS

Fast forward to today: although Grandma doesn't sew the swimwear anymore, the family still owns and runs the business. Now they are selling their products all over the world, with a little help from EuroDev.



GREAT USA  
SUCCESS

After the company reached great success in the USA, it wanted to grow in Europe as fast as it had done in the USA. That is when they decided to attend the Spielwarenmesse trade show in Nuremberg. Receiving fantastic feedback at the trade show motivated them to make this step forward even more. Also, in Nuremberg, they have met us - their European partner.



TIME FOR  
EUROPE

# Challenges

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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.

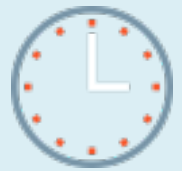
Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market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

# OUR SOLUTIONS



Compliance research



Evaluating need for the warehouse



Logistic solutions



Identify, profile & approach distributors



Identify, profile & approach retailers

# What we did

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1

Assessing the market and reviewing EU rules, regulations, and compliance.

2

The removal of language barriers to provide fluent communication within local time zones.



3

The identification, profiling, and qualification of the key distributors.

4

Evaluation of the most relevant logistics solutions and securing the first orders.

*Every company expanding to the new market needs a helping hand. The way to the success is easier when you are already have boots on the ground.*

# Next Steps

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1

Keep the sales increase in a highly competitive environment, the team will develop in parallel a strong pan-European distributor network and an e-commerce presence.

2

The next steps include continuing the efforts with qualifying leads and exploring sales channels in different markets where no strong potential customer had been identified yet (e.g. France), or new opportunities such as mermaid schools.

3

The focus will be on both business development and digital marketing to establish the brand in the European market.

4

As the brand is strongly rooted within the US, marketing efforts are needed for EuroDev to develop a plan to suggest ways to support those efforts and create a similar European presence.

# Results

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GEOGRAPHICAL  
FOCUS

The European team set a geographical focus on the German-speaking region (DACH). The segment that we have focused on is the toys and outdoor accessories markets. The strategy aimed to identify, select and approach specialized distributors for each market segment, big enough to cover the area and small enough to ensure a focus on the product.



STRATEGY  
DEVELOPMENT

During the 6-month program, the European team organized a business trip. The purpose was to qualify leads and book meetings to discuss future business opportunities with potential distributors/retailers in the EU. Thanks to a close follow-up after the trip, a first PO was confirmed shortly after! EuroDev also planned meetings with different logistics and warehousing experts to establish partnerships, allowing operational activities to begin in the EU.



BUSINESS  
TRIP

In parallel to confirming meetings for the trip, EuroDev also conducted research to ensure that the products are 100% compliant with the European standards. This involves continuous communication with the European Commission, and European-based testing agencies, and following up on the latest development of regulations for each country targeted for expansion.



FOLLOW UP WITH  
THE LATEST  
DEVELOPMENT



# 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.