

# CASE STUDY TOYS AND JUVENILE PRODUCTS EUROPE



## PROFILE PARTNER COMPANY

- Founded: 2009
- Headquarters based in Idaho
- Family-owned and family-run business
- Industry: children's swimwear and accessories

## INTRODUCTION

The importance of testing new target markets first and staying flexible before taking long-term decisions regarding investments is well understood by EuroDev. Therefore, we offer introduction programs which enable North American companies to familiarize themselves with the European retail markets in a cost-effective and reliable way.

Below, the collaboration with a US manufacturer of children's swimwear is outlined through the different market-entry phases. After successively attending the Spielwarenmesse in Nuremberg, this organization wanted to grow in Europe as fast as they had done in the USA. In order to answer to this challenge, our team started with a compliance research, evaluated the need for warehousing and worked on providing a logistics solution. More important sales were the real priority: the team identified, profiled and approached distributors and retailers in the 4 targeted EU countries.

## ACCELERATING EU SALES

Ready for an international expansion, the company experienced fantastic feedback from the European Toys show Spielwarenmesse. Working with EuroDev in the months following this show had the following benefits:

- ✓ Assessing the market and reviewing EU rules, regulations and compliancy
- ✓ The identification, profiling and qualification of the key distributors
- ✓ The removal of language barriers to provide fluent communication within local time zones
- ✓ Evaluation the most relevant logistics solutions
- ✓ Securing the first orders

## HOW IT ALL STARTED

In 2009, the founder's granddaughter asked for a swimwear item that didn't exist yet. So, she decided to develop the product herself. Soon after, more requests came in. When she started selling her products online and demand increased even more, a new business was born. Fast forward to today: although Grandma doesn't sew the swimwear anymore, the family still owns and runs the business, selling their products all over the world, with a little help from EuroDev on the side.

The European team set a geographical focus on the German speaking region (DACH), and a segment focus on 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.

## RESULTS

During the 6-month program, the European team organized a business trip for which EuroDev qualified leads and booked 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.

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, European-based testing agencies, and follow up on the latest development of regulations for each country targeted for expansion.

## MEET THE BUSINESS DEVELOPMENT MANAGER

- Yann Ledroit
- Working with EuroDev since 2019
- Specialisms: Strategy | Logistics | Retail
- Languages: English, French and Spanish



## WHAT'S NEXT?

To 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. The focus will be on both business development and digital marketing.

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.

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.

## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defining purpose to help mid-sized American companies expand their business in Europe. We have developed a proven, successful development model; and since our founding, we have partnered with over 250 US companies to help them define and meet their European business goals.



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**Welcome**  
Visit our offices in the Netherlands or France



**Address**  
Windmolen 22  
7609 NN Almelo  
The Netherlands

**Contact us**  
www.eurodev.com  
+31 546 66 00 00



**VP Retail**  
Stephen Viljoen  
stephen.viljoen@eurodev.com  
+31 (0)546 660 000

