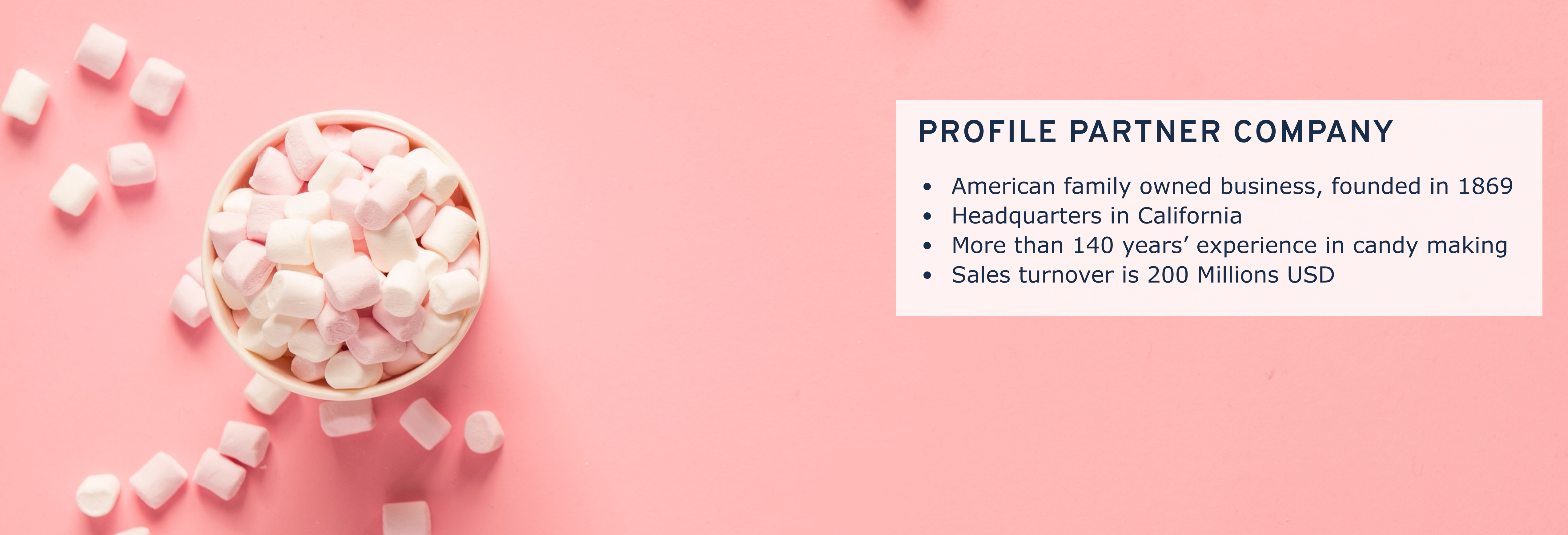


Case study: confectionery



PROFILE PARTNER COMPANY

- American family owned business, founded in 1869
- Headquarters in California
- More than 140 years' experience in candy making
- Sales turnover is 200 Millions USD

Introduction

The company "Candy Chuckles" is amongst 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 for 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.

European sales expansion

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.

During the research program, EuroDev provided the following benefits:

- Understanding of the Dutch market of candy consumption & trends
- 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

Game plan

- ✓ Find new distributors & distribution channels
- ✓ Generate leads & organize a sales trip with qualified meetings
- ✓ Set up strategy and recommendations in order to increase the sales

Results

Within a year, we found a distributor in the Netherlands and started working with their sales people 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 speciality chain in the Netherlands was made a customer, in order to enhance the brand. Moreover, 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 over price. The team pursued qualitative sales, thus sticking to the initial strategy.

NEXT STEPS

In order to continue "Candy Chuckles'" sustainable development in the Netherlands, EuroDev will continue looking for new channels, opportunities, and partnerships.

New alternative channels are being explored; toy stores, convenience stores, and petrol stations. Brand awareness will be a key focus point as just listings and shelf space are not enough to drive sales.

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



WHAT MAKES EURODEV SPECIAL?

- ✓ Multilingual staff, dedicated to the partner's success
- ✓ The willingness to go the extra mile
- ✓ A full European business development range
- ✓ Cost-effective solutions to grow the European presence
- ✓ Experience and network within the EU markets

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding have partnered with over 300 companies to help them define and meet their European business goals.



Sales Outsourcing

Dedicated sales and marketing teams for manufacturers looking to expand in Europe



HR Outsourcing

Professional employer organization services, HR management and recruiting solutions across the EU



Digital Marketing

Result-driven marketing for North American companies, at the service of their European clients



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
Anne Heyraud
a.heyraud@eurodev.com

