

CASE STUDY "NIMBLE MOCHA"



PROFILE PARTNER COMPANY

- Professional coffee equipment at home
- Brand of Seattle-based group
- More than 22 years' experience
- USD 30-50 million in annual sales
- Home appliances, barista tools industry

INTRODUCTION

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.



4 MONTH 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 requirement, etc. After a successful introduction program, "Nimble Mocha" outsourced its sales effort to EuroDev for another 2,5 years before hiring their own European team.

Benefits of the market research:



- Understand EU rules & regulations, 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



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



Leading up to Ambiente 2015, EuroDev modified and translated all marketing material, created a pricing structure that works for Europe, took steps to open a EU fulfilment 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" ran 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.

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, fine-tuned 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.

RESULTS

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

CHALLENGES TO OVERCOME

- Frequent product shortages
- Difficulties to manage online and offline customers
- Stiffening local competition

All these challenges were successfully tackled through working with EuroDev and its local presence. Late 2016 - early 2017, "Nimble Mocha" had grown enough to hire its own EU team, who would gradually pick up all activities previously managed by EuroDev.

MEET THE BUSINESS DEVELOPMENT MANAGER

- Eric Voisin
- Working with EuroDev since 2014
- Specialisms: Consumer Electronics | Retail | Cosmetics
- Languages: English, French and German



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, we have partnered with over 250 companies to help them define and meet their European business goals.



SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



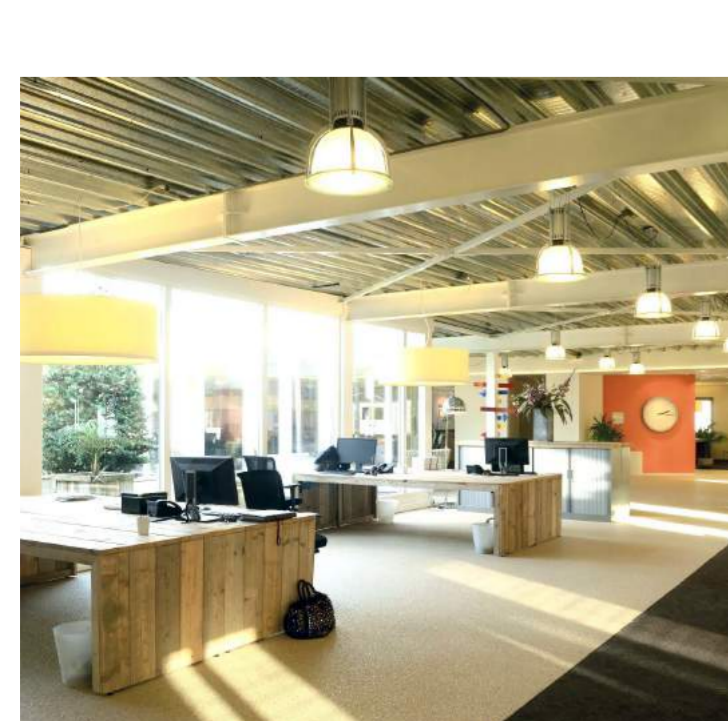
HR OUTSOURCING

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



M&A CONSULTING

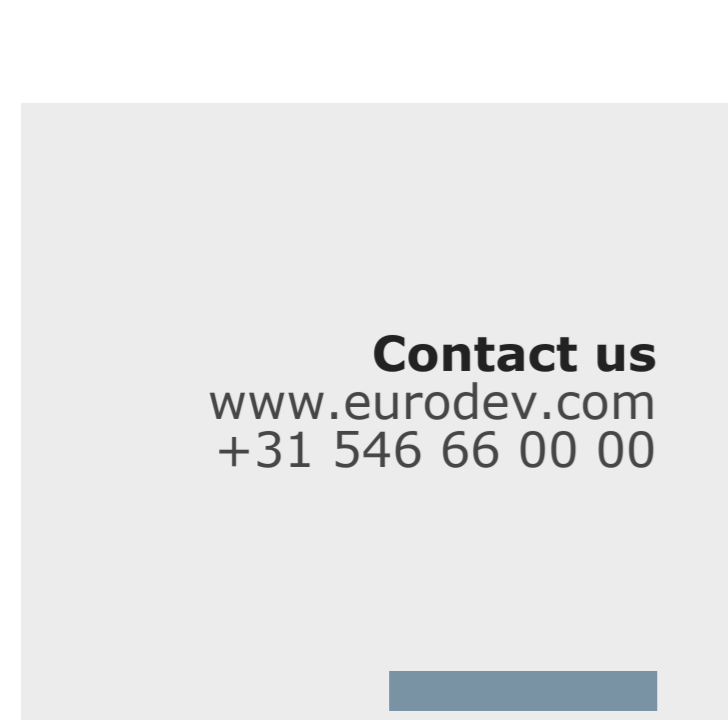
Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions



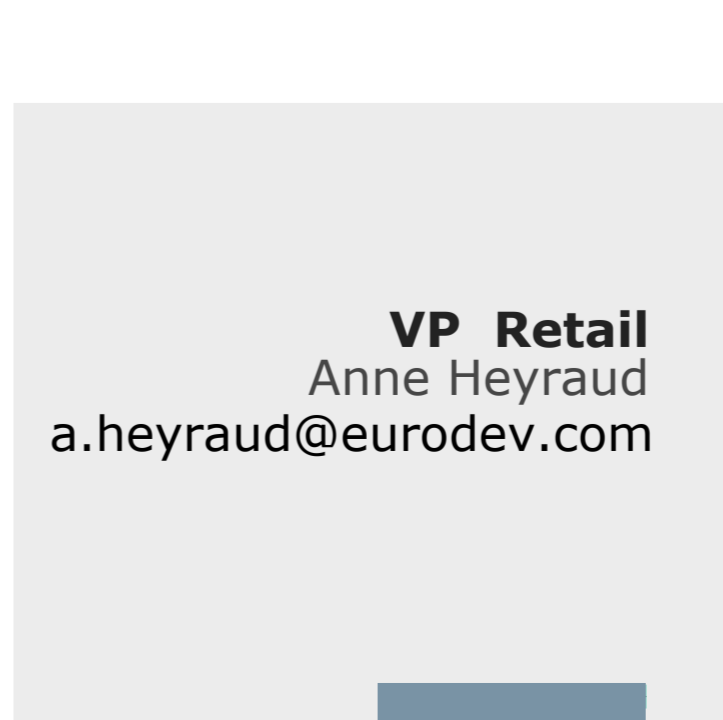
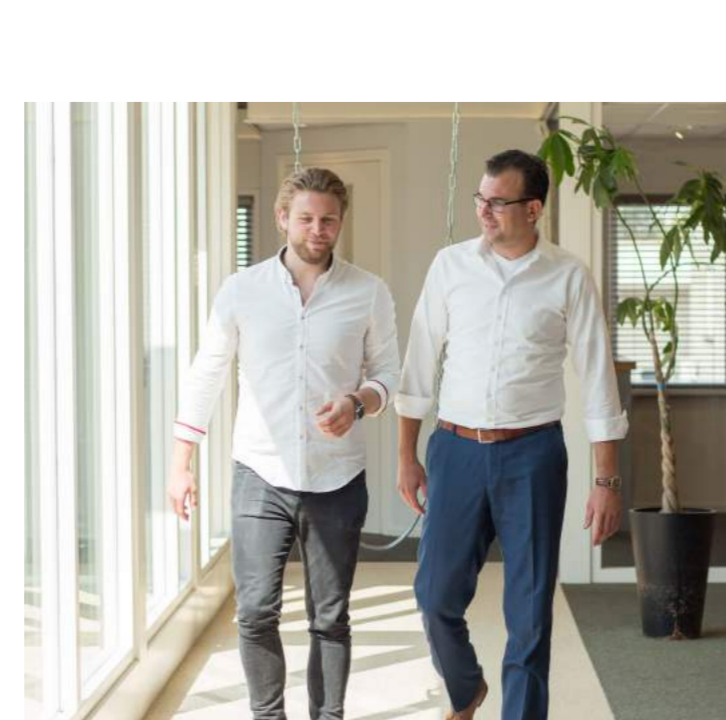
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