

CASE STUDY OUTDOOR MARKET EUROPE



PROFILE PARTNER COMPANY

- Founded: 1932
- HQ in Canby, Oregon
- 40-50 million USD sales turnover
- Industry: swimming pool equipment

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 swimming pool deck equipment is outlined through the different phases.

EUROPEAN SALES STRATEGY

This organization has been manufacturing diving boards for over 85 years. Over the years to expand their business, they acquired a US company manufacturing roto-molded slides and then a European company which patented access lifts, creating a product line dedicated to a totally new market the disability market. They already had experience in Europe were selling their products through two main distributors, serving them from their warehouse in Belgium. This setup worked at the beginning but when sales kept on decreasing without a clear indication why, they approached Eurodev.

RESEARCH PROCESS

During the research program, EuroDev provided the following benefits:

- Understanding of the market trends as well as EU rules and regulations
- Removal of language barriers, creating fluent communication within local time zones
- Identification and qualification of the market potential
- Flexibility in planning and execution.

GAME PLAN

- ✓ Assessing the market and reviewing the company's experience in Europe
- ✓ Qualify new and existing distributors
- ✓ Perform a competitive pricing analysis
- ✓ Set a new strategy and recommendations for further improvement

RESULTS

In the first year, the EU team found that the largest distributor was trying to push their own products instead of our partner's products, slowly replacing their products by private labeling. After an audit and discussion, the distributor was given one year to implement some changes.

Sales stabilized during the second year, and increased by 15%. By recruiting local distributors in weaker sales areas, the new strategy focused on a larger European scale.

After commercializing new products to be more in line with the overall European market standards, the sales figured showed an increase of 20% in the third year.

MEET THE BUSINESS DEVELOPMENT MANAGER

- Loïc Dubucquoi
- Working with EuroDev since 2015
- Specialisms: Retail | Software | Medical
- Languages: French, English, Italian and Chinese (Mandarin)



WHAT'S NEXT?

To keep the sales increase in a highly competitive environment, the team will need to constantly listen to the market, keep improving the strategy and educate the customers. Brand awareness therefore is one of the keys to success for this company.

The next steps include proposing new products from the US portfolio to the European market. In this process, it is important to segment the sales channels: distributors of medical equipment for the accessible products, and swimming pool recreational products distributors for the rest of the product range. To further diversify and secure the sales increase, the EU team will focus on developing relationship within the hospitality markets as well.

WHY CHOOSE EURODEV?

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



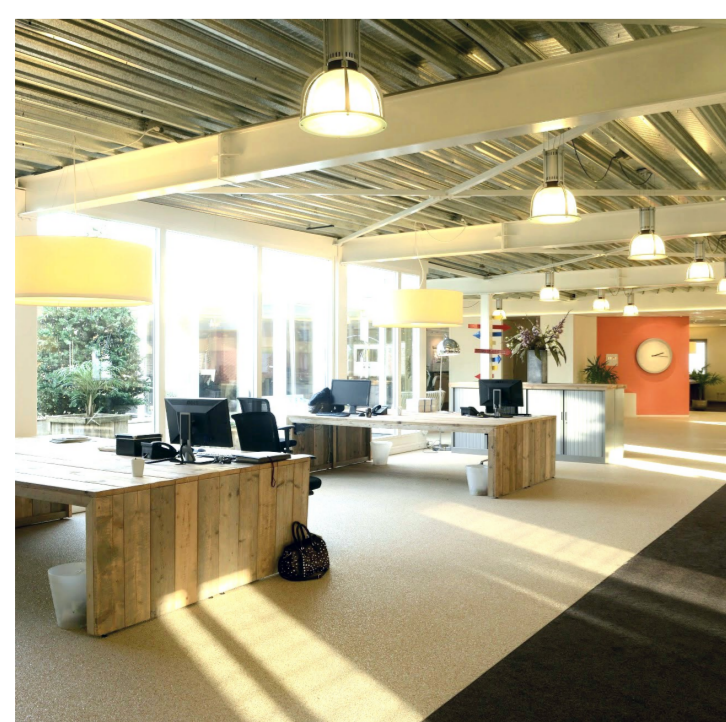
SALES OUTSOURCING
Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



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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