

Our Experience With UK-Based Customers

Company with 21 Year History

MARKETiN EUROPE (www.marketineurope.com) is a business development and risk management consulting company with 21-year experience of supporting business growth and competitiveness in Europe. Our services include market research, competitive intelligence, early warning & monitoring, management consulting, business matchmaking, in-market support, including organization of trade missions.

The history of our business reaches back to year 2003, when Mr. Pavol Kopec, started to provide market research, competitive intelligence, strategic consulting and market entry support services under the brand MARKETiN. After a few years of operation and expansion of activities in the CEE region, MARKETiN CEE has managed to build a solid and rapidly-growing base of clients coming from various countries and industries. Since 2024, we are covering the whole Europe and have rebranded to MARKETiN EUROPE.

UK-Based Customer Case Studies

CASE 1: Search for Security Fasteners Distributor in Czechia and Poland

Challenge:

Hafren Fasteners are a UK-based manufacturer and wholesaler of fasteners, such as screws, nuts and bolts. Their main focus is theft-proof and tamper-proof fastener. The company work in sectors where safety and security are at a premium. Key market verticals include prisons, hospitals, airports, stations, councils, fabricators, schools, playground manufacturers, sporting venues, architects, museums and more.

Hafren Fasteners sell exclusively through distributors in Western Europe, and since they decided to expand to the Central and Eastern Europe (CEE), they needed help with finding distributors at the most prospective CEE markets, such as Czechia and Poland. Hafren also wanted to understand the competitive situation on these markets.

Solution:

In consortium with Kinetic Cubed, UK-based consulting company, we scanned the Czech and Polish markets in order to identify in each country at least 5-10 distributors focused on market verticals where security is a key concern. Since Hafren Fasteners wanted to approach the potential distributors directly, we prepared a letter of interest to prospective distributors, translated into Czech and Polish.

The other part of the project involved looking into Hafren Fasteners' existing local competitors in the target markets and giving an overview of the competitive arena as well as the overall market opportunity.

Result:

As a result of our market research, we identified 21 distributors (10 most relevant and other 11 potential distributors) as well as 1 direct and several indirect competitors in Czechia. In Poland we found 15 distributors (8 most relevant and 7 other potential distributors) and 2 direct and several indirect competitors. The distributor lists included the potential distributors' contact data, key background information, and a description of who they are, what they do, and what is their focus area(s) in terms of sector or market. The report also included a summary of competitive situation on both markets.

Thanks to our support, Hafren Fasteners understood the market competitive landscape better and using our translated letter of interest they managed to approach and start cooperation with

new distributors both in the Czech Republic and Slovakia.

CASE 2: Search for Dog Food Distribution Partners in Czechia

Challenge:

Established in 2017, Clydach Farm Group Ltd is a Welsh company producing and retailing premium pet food. Clydach Farm portfolio includes grain-free, natural foodstuffs for pets (dogs and cats). Inspired by the fields of Great Britain, Clydach Farm select the finest, locally sourced meat, fish and poultry to create nutritious, nourishing and real foods for dogs, which including nothing artificial or refined.

The company sells their products to specialty retail, wholesale, grocery and DTC segments. In 2021 about 25% of their turnover came from exports to such countries as France, Romania, Spain and Hong Kong. And Clydach Farm decided to target new markets in Eastern Europe.

Solution:

Our solution was focused on finding distribution partner and/or major retailer in the Czech Republic to provide route to the consumer, either through mainstream grocery retail, or through specialised stores/online shops. The project started with a call with Clydach Farm (CF) to discuss the origins of the project; export experience; routes to market etc. A brief product training for the opening sales pitch was provided. The intent was to find potential partners who are receptive to having the conversation with CF to take forward the proposition.

The focus of the Project was on distribution partners and/or major retailers in the Czech Republic. The details regarding the ideal partners were defined together with Clydach Farm during the Project kick-off.

Our proven business partner search methodology consisted of a thorough scan of the market and enabled identification of suitable partners matching the client needs and requirements. The search consisted of the identification and analysis of market data and trends to identify potential opportunities and especially potential trade partners, which might be interested in direct meetings with Clydach Farm representatives to discuss possible cooperation on the local market..

With the short list of potential prospects, we found contact details of the persons concerned and then reached out to discuss the proposition, initially by e-mail with the e-brochure or other information materials, followed by telephone conversations.

Result:

As result of our distribution partner search, we produced a long list of 25 candidates with short profiles for Clydach Farm to consider and approve. Ultimately, after approaching the selected companies, one Czech distributor, has shown serious interest in cooperation with Clydach Farm. After delivering detailed profile of this distributor, we planned, arranged and facilitated an online meeting between Clydach Farm and the Czech company. Post the discussions, we provided a debrief to Clydach Farm, and discussed the possibilities.

Our report also provided Clydach Farm with an overview of the market situation in the Czech Republic, including the market size, key market segments, route to market, market trends, key drivers, regulatory issues, key trade shows and events. We also summarize market opportunities and provided insights into the competitive landscape, listing also the local producers of dog food and their brands.

The benefit of our solution was a new account opportunity, which Clydach Farm looked to create an 'in market' role or build their distribution in the Czech Republic, as foothold for further expansion in the Eastern Europe.

Examples of Other Relevant Experience

Here a few examples of other projects we did for UK-based companies:

Business Partner Search:

- Search for Industrial Electronic Supply & Repairs Partner in Poland
- Search for Granola Distributor in Hungary
- Water and Gas Monitoring and Telemetry Equipment Distributor Search in Romania

Business Intelligence & Profiling:

- Brief Company Profile of a Carrier in Slovakia
- Company Profile of an Orthopaedic Shoes & Tools Manufacturer in Slovakia

Sales & Marketing Support:

- Retail Hardware Repair Services Demand Survey in Slovakia & Czech Republic

Strategic Market Research:

- Analysis of Advanced Wound Care Market in Russia

And in our 21-year history, we have done numerous projects in Europe for various companies from all over the world.

We would like to highlight especially our **Investment Location Search**, which is based on benchmarking various factors across European markets and regions, and which helped many Swiss companies make informed FDI decisions on where to (re)locate their factory or office. **This service may be beneficial also to UK-based companies interested in near-shoring.**

General References

Examples of our customers:



What do your customers say:



Stanislava Hobstová
Senior Consultant, Czechia & Slovakia



FINPRO
Finnish trade and investment
promotion organization

I cooperated with Pavol Kopec and his company. They are professionals in consulting business, their services were of high quality and delivered in the agreed time.



Katalin Dreher-Hajnal
Senior Consultant



Switzerland Global Enterprise
Official Swiss organization for export
and investment promotion

Pavol and his team are extremely committed and customer-oriented experts who can cover the entire Central and Eastern European region with their network. Their work is very focused, reliable and with high quality standards.



Yoav Rottenberg
Regional Manager – Europe



Naton Medical Group
One of the largest orthopaedic
organizations in China & implants
manufacturer

MARKETiN EUROPE provided us with a very professional distributor search service. The work was very detailed and showed a strong understanding of the medical market. We will definitely consider working with them again in the near future.



Andrew Adams
Director



Wound Market Consulting
International Wound Care Industry
consultancy

Pavol Kopec and his company provided a business market research report which was competitively priced and well targeted at the subjects and points required. The report has proved to be of good use and I will not hesitate to use Pavol's services again.



Juraj Janoška
Chief Competitive Intelligence Analyst



Penta Investments
Central European investment group

The best Slovak Competitive Intelligence Service House in terms of product value, flexibility and network quality.

For more information about MARKETiN EUROPE and our services, please visit us at <http://www.marketineurope.com/>.