



14 YEARS

PARTNERS

The European development journey of one of our clients "Lux Fabrics"

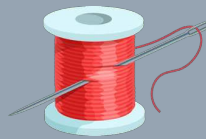
Before you make any big long-term decision regarding investments, you need to test new target markets and stay flexible. In EuroDev, we understand that perfectly.

Therefore we offer introduction programs that are helping North American companies to familiarize themselves with the European retail markets cost-effectively and reliably.

PARTNER'S PROFILE



Based in
Massachusetts



Founded in
1924



Specialized in
fabrics & covering materials



Supplying the luxury retail
industry: jewelry, fashion,
cosmetics, spirits

How it all started

Back in 2008, "Lux Fabrics" made the executive decision to expand further beyond its two key markets at the time, the USA and Asia, and to start catering products for the Luxury industry.

As the majority of luxury brands are located in Europe, it became clear that they needed a physical presence and strong representation where the strategic decision-makers of their industry are based: on the continent.

But how do they approach the European market? Through the EuroDev introduction program. This is a simple and affordable way for North 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 requirements, and much more.

Challenges

The European market is very attractive for US companies, but at the same time, it is a big step to make. That either scares companies away and they never try. Or some companies jump into the market without realizing how different Europe is compared to the USA.

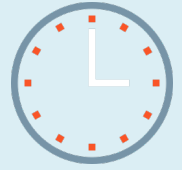
Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market research when you are not familiar with the culture?

Where do you start with your expansion when there are so many European countries? Not all of them are suitable for all retailers and manufacturers.

Let's not forget different time zones that are making it hard to communicate with retailers and distributors. And there is, of course, a language barrier too.

For the businesses who manage to find their way into the market, when it comes to marketing and advertisement, they face another setback. The way marketing and digital presence are handled in Europe are completely different than in North America.

All of this leads to one logical decision - finding a reliable partner who will help you with all of this. And when you do, your European market expansion will be rather a smooth sailing than a stressful episode for your company.



Time-zone differences



Language barriers



cultural differences



Finding retailers



approaching the market

4-MONTH INTRODUCTION PROGRAM



Competition and pricing analysis



Research trend size and trends in the industry



Generate leads & organize a sales trip with qualified meetings



Set up the strategy to increase the sales



Identify, profile & approach retailers & wholesalers

What we did

EuroDev was able to assist "Lux Fabrics" with:

A dedicated, multilingual sales team, able to organize and run multiple sales trips per year (8 trips and 60 meetings per year on average);

Understand EU trends and markets with regards to customer needs, local competition, and market structure;

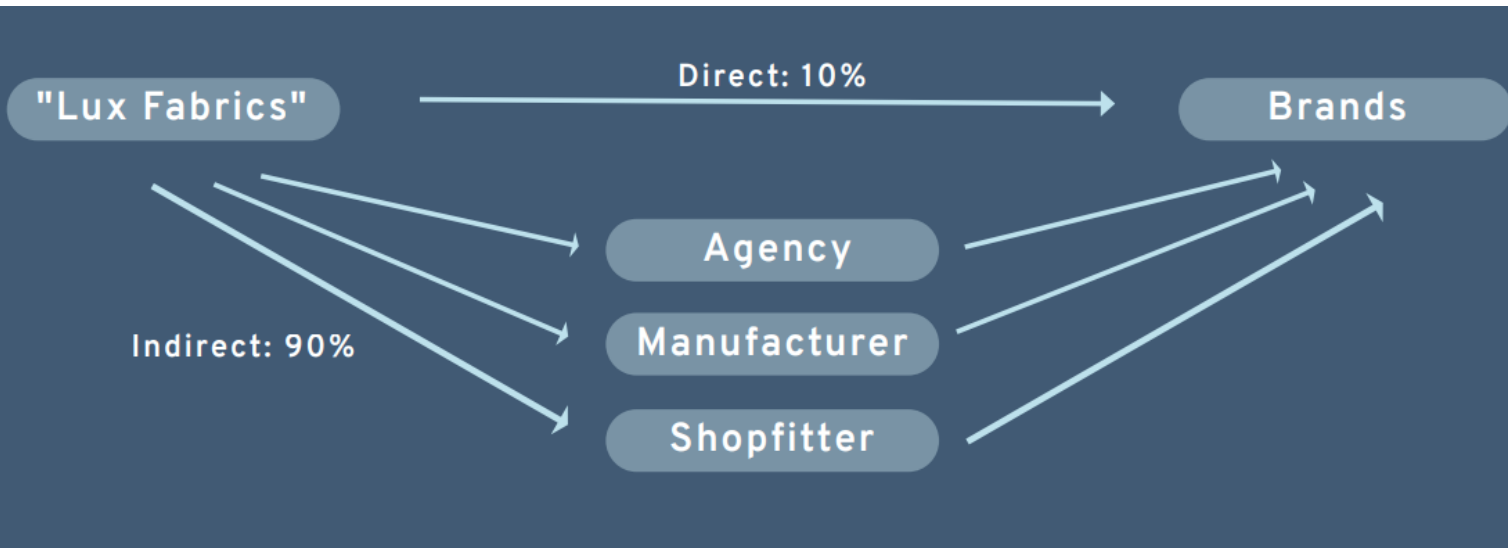
Identify, select and prioritize key countries within Europe;

Intensive account management, in the same time zone as the clients;

Keeping control of the lengthy sales process, around 18 months on average.

Game Plan

Identify all the stakeholders and gain a better understanding of their intricate relationships in the sales process, from brands to box and display manufacturers, as well as creative agencies/architect firms and shopfitters.



As part of the strategic action plan it was identified early on in the process that around 80% of the key brands and specifiers were headquartered in either Switzerland (watch industry), France (watches, jewelry, cosmetics), or Italy (fashion, eyewear), followed by the UK and Germany.

All key players were qualified, ranked by order of importance, and contacted regularly, until "Lux Fabrics" could raise significant brand awareness and business.

Results



no language
barriers

After 14 years of working together, "Lux Fabrics" is one of EuroDev's longest partnerships and is still going strong.

With a database of almost 2300 leads and over 400 active customers, "Lux Fabrics" is now the second-largest provider of covering material to the European luxury industry.



teamwork on the
way to success

Together, they have developed strategic partnerships with major brands. Their largest market is now in Switzerland, with more indirect sales generated worldwide.

EuroDev manages the entire sales process: from lead qualification, cold calling, sales meetings, and order processing, to after-sales service and account management. More than that, being local and keeping a pulse on the industry, knowing key buyers and influencers personally has made EuroDev's contribution invaluable to the North American principals.



second largest
covering material
provider

WHY EURODEV?



26+ Years of Experience and Network within the EU markets.



Multilingual staff, dedicated to the partner's success.



Making the effort to truly understand the client's values and align our internal processes to theirs.



Cost-effective solutions to grow the Pan-European presence.



European business development experts ranging from Sales to Marketing to HR.

WHO WE ARE

EuroDev is assisting internationally oriented North American companies to expand to the European market since 1996.

MEET STEPHEN

Stephen Viljoen is our Vice President of Retail Unit and if you are planning your expansion to Europe - this is the contact you are looking for.



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OUR TEAM

500+
partners

Our team of dedicated, experienced, and multilingual business developers are successfully helping over 500 North American companies with their European expansion.