



## PODIT - Profili di cooperazione

ID 16458 -  Danimarca - Creazione 07/07/2015 - Scadenza 06/07/2016 - Richiesta Commerciale

### **Danish agent seeks non-food consumer products for retail chains in Scandinavia.**

The Danish agency established in 2011, has a large network of supermarkets and retail stores in Scandinavia and is specialised in sale of non-food consumer goods. The company performs a number of sales activities and distribution services, and in comparison with a wholesaler, does not take title of the products. As an agency, the SME functions as an extension of the manufacturer's or producer's own marketing department, focusing on sales and distribution in target countries. The SME puts together an assortment of non-food consumer products that suits supermarkets' and other retailers' business models, and which fits their customers' pattern of consumption. The SME is especially looking for products within two product lines: 1. Typical non-food products sold in supermarkets; such as beauty products, hair products, products for children, all types of cleaning agents, detergents for dishwashers and washing machines, packaging materials such as aluminium foil, plastic bags, plastic bowls and pet food. 2. Decoration and art items to be sold in various gift shops and bigger hardware dealers. The agency's services include: - Select supermarket and other retail chains in Denmark, Norway and Sweden, which it is believed have access to the appropriate outlets for the company and products in focus - Personally present the individual company and its products to the selected retailers - Negotiate contracts with retailers, and take orders on behalf of the individual manufacturer or producer—taking into consideration their individual business model - Process incoming orders from retailers and pass them on to the individual manufacturer or producer. The agency can offer extra services, such as - Translation of product descriptions, package text messages, manuals and catalogues if necessary, - Proposals for product adaptation based on market feedback from retailers - Development of a marketing channel strategy for the individual manufacturer or producer—helping them create a competitive advantage in the international market. Both managers have academic and practical experience, which can be an advantage to the manufacturers and producers in gaining a competitive edge in the battle for shelf space in the stores. The managing director holds a Ph.D. and a dr. merc. degree in distribution and marketing channels, with more than 25 years of experience in analysing retailers' buying behaviour. The CFO is a skilled accountant and has years of experience dealing with the field of import/export all over Europe. The agency is looking for producers of non-food consumer products wishing to sell to retail chains in Denmark, Norway and Sweden. Producers are sought in various European countries and the Danish SME is looking to operate under a commercial agency agreement.

