

# LEADING DISTRIBUTOR PROFILE

How to manufacturer enter  
to the Ukrainian market

**EXiM**  
STANDART





# Introduction

Every successful manufacturer at a certain point in it's lifetime is bound to face a sales crisis.

This happens when the developed markets are already saturated with the product. The customer demand begins to decline.

No one wants to give up leadership positions and reduce the level of production. Therefore, the best solution in this situation is the start of scaling the business and developing foreign markets. The process is long and multi-stage.

Because, before the product reaches the final consumer...



# Development strategies for a new market space:

1. Creation of a subsidiary in the new territory, or branch. The main advantage will be the absolute controllability of the created enterprise. Strategy promotions, budgets and reporting are being developed and carried out in the main company. A potential drawback is that there will be a need to independently develop the new territory. Spend time researching the market and characteristics of consumer behavior in it.
2. Direct export - sale of manufactured goods directly to the end consumer. Usually, large companies that own well-known brands, choose this method. But it doesn't suit everyone.
3. Indirect export - entering new territories by outsourcing the sales process. Distributor companies, take care of all logistics and promoting a product in a new country.

# 76%

76% of goods in Ukraine, are sold through distributors.\*

Working with a major distributor - the most convenient option When entering a new territory for companies that produce a product focused at a retail customer.

\*Distributor Survey Data Association of Retailers of Ukraine, RAU



# The main stages of new market development.

The process of entering a new export market can be divided into two large stages, each of which consists of several tasks or projects.

- Capacity Assessment - The work carried out during this phase, allows you to assess the feasibility of developing the market of a particular country. This makes it clear whether this project will be beneficial for the company or this idea is, in fact, work for the sake of work. Carrying it out can be divided into two parts: new market research and monitoring the capabilities of the company. The task of the first is to assess the customer's demand, competitive environment and other parameters that relate to external factors of the process.
- The second part of the stage gives an understanding of whether the company itself is ready for such expansion, what processes within the company will need to be changed whether it is possible to make such changes. The result of this work will be the economic justification for the company's entry into the export market of a particular country.

You can calculate the capabilities of your company yourself. It's much harder to research the specialties of work and sales in a new country. An effective solution of this problem will be cooperation with a national distributor, who will conduct a comprehensive marketing research and help successfully present the product on the market in a short time.



# The Decision to enter a new market is made. Where to begin?

1. Description of the Target Audience (TA). Drawing up a consumer portrait: his financial condition, goals and priorities in life, interests and aspirations. The more information, the easier it will be in the future to decide on the tools for promotion, advertising strategy and tactics.
2. Determination of a strategy for the development of a new territory. Making decisions to establish a branch, or search for partners to outsource the sales process to. Start of processes within the company, the need for which was identified during the first stage.
3. Search for partners or clients, according to the selected strategy on the previous stage. Negotiation process with retail outlets, etc.
4. Development of a product promotion strategy. Based on the description of the target audience an idea for promotion is created, tools and channels for conducting a campaign and placing advertising materials are chosen. Choice of contractors.
5. Test run. Release of a small batch of goods for sale, which will allow you to analyze the correctness of the chosen promotion strategies, the effectiveness of advertising channels and tools. Making adjustments if necessary.
6. Launching sales.



Major distributor, becoming representative of your brand on territory of Ukraine, will take over the lion's share of the work at this stage:

- Market Research
- Marketing support
- Legal aspects
- Contracts with retailers
- Test launch of product sales
- Logistics



# Barriers of entry to the Ukrainian market

The process of developing new territories by manufacturers of goods can be difficult for a player inexperienced in some of the intricacies of the market. There are various objective and subjective barriers that will interfere with its implementation.

- Behavior of market entities, level of competition;
- Geographic barriers (the presence of transport arteries, product dimensions, time frames, etc.);
- Government regulation (licenses, price fixing, features of tax policy, etc.).

“

Cooperation with an experienced partner will help successfully bypass all barriers and “underwater stones” and reach new horizons without financial and emotional losses.

”

Abashin Yu.V.

# Market outlook it's all about promotion.

The country's turnover has grown in the last two years by almost 10%. Famous brands have entered the country and are working successfully.

Small companies are also in ready position. Such activity speaks of a change in the economic climate of the region.

Manufacturers are provided with access to a huge sales market with over 36 million consumers.

There have been many changes in the past few years for the better. In particular, the main shifts include improving the business environment and support cooperation of investors with the state.

Companies open their representative offices in Ukraine, having zero tolerance for corruption. Consumer audience research showed their willingness to spend funds not only on essential goods.



# We are a big national distributor

For over 30 years we have been working on the Ukrainian market and representing goods of Asian and European manufacturers.

For each partner a team of professionals creates a unique go-to-market strategy. High consumer demand for goods proves its success.

Among our partners we can mention such companies as:

- **POWERCOM, EAST** uninterruptible power supplies;
- **GEMIX, MARVO, XTRIKE ME** computer accessories, goods for gamers;
- **F&D** acoustic systems;
- **ALLTOP** solar street lighting panels;
- **LAIKA** premium class campers and caravans;
- **ADRIA** campers and caravans;
- **Conver** industrial cleaning technology for water reservoirs;
- **TRINX** mountain, road, kids, folding, electric bicycles;
- **FUJI** mountain, road, children's bicycles;
- **Ventrac** compact tractors.



## Our advantages:

- 30 years of experience in the market;
- Cooperation with the largest retailers of the region;
- Own marketing agency;
- Well-established logistics;
- more than 12 thousand sq. m of own warehouse premises;
- Well-established service network with a team of specialists with the highest qualifications



In 2004, we created TM "Gemix" and launched in production of our own line of products. It devices completely different in purpose - in the assortment line you can find products from a computer mouse to an electric scooter, from auto-compressor to a solar spotlight. Their sales once again confirm the success of the marketing policies of Exim-Standard.

We are actively exploring various areas of the Ukrainian market. At the moment, the goods of our own trade brands and products of partners have the following share in sales by region:

- Computer accessories - 19%
- High-tech acoustic systems - 27%
- Uninterruptible power supplies - 38%
- Rent, sale of campers - 64%
- Bicycles and accessories - 11%

\*Distributor Survey Data Association of Retailers of Ukraine, RAU



# To bring out and promote the goods of our partners we provide a full range of services:



Preliminary market research and consumer demand. Therein if you do it yourself, it will take considerable time and financial investments. And where is the guarantee, that the results of a third-party organization will be objective and relevant? Why risk it?



Having your own marketing department allows you to use the already developed experience in similar sale positions and collecting missing data in a short time, with minimal cost. After preliminary research an individual strategy is formed for promotion of your product on the markets of Ukraine.



Cooperation with all major retailers of the region - an opportunity to shorten the path of goods to the consumer. As soon as a week after the start of our cooperation Your product may end up on the shelves of the most popular stores. We already constantly cooperate with large networks of Ukraine: ROZETKA, Epicenter K, Comfy, Foxtrot, Eldorado, Auchan, ALLO, MOYO



Service network in all major cities. The ability to quickly conduct an examination or necessary repairs will significantly increase the reputation of your product in the eyes of the consumer. But this is also the development of a side market for spare parts and Supplies!



We will sell a trial batch, which will allow you to study in detail the demand and see possible pitfalls. Based on the results, promotion strategies may be adjusted or, in the case that the trial sales went smoothly, final launch of sales.



Own storage facilities and well-established logistics system. This advantage allows you to form and have the required inventory. it will lead to a reduction in logistics leverage for retail partners.



# TO SUMMARIZE

We, as a distributor, become a representative of your brand on the territory of Ukraine, we will take upon ourselves the main tasks for product promotion.

Our experience in launching and promoting new products, as well as capabilities and experience with technological goods will allow you to avoid major mistakes and win your market share, as well as bypass major barriers and quickly get on the shelves of all major retail chains.

For a product manufacturer, the most successful strategy is choose an experienced partner. Which will help you successfully bypass all barriers and “pitfalls” and go to new horizons without financial and emotional losses. All you have to do is to conduct an agreement and process internal changes.

Reliable  
distributor

Complex  
support to place  
goods

Successful entry  
and obtainment  
of share on the  
new market





LLC EXIM-STANDART

Leading Ukrainian wide-profile distributor. Our company specializes in the management of projects in the consumer electronics and personal goods groups in Ukraine. We take great pride in our ability to work with more than 300 enterprises and organizations.

Украина, Киевская обл., с. Мрия, бизнес-центр Camper-Group

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