

# Case Study

## Motocross and MTB Lifestyle Brand Considers Entering Russia



A US leader in motocross and MTB (protective) clothing, helmets and accessories had some business with a Russian distributor already, but considered creating their own local stock in the Russian market in order to strengthen their regional footprint and work directly with various sales channels. Before making any changes, the company wanted to have a proper understanding of the business potential and investment requirements.

### Starting Situation

To prepare for any changes in their established route to market, the company wanted a complete evaluation of the business potential and investment requirements to establish a local stock in Russia. Hellmann was then contracted to perform a market entry feasibility study.

### Solution

By mapping import volumes and sales statistics of the total market and main competitors for the bestselling product categories, it took less than 3 weeks to understand the overall market potential. After defining the investment requirements, we were able to calculate the DDP pricelist and then contacted several local industry leaders to check interest in becoming local resellers.

Since the company decided to appoint Hellmann as the Importer of Record, various local companies were interested to sell portions the product range since all products were available from our Russian stock in local ruble contracts. At the desire of the manufacturer, the currency exchange rate fluctuations are all absorbed by Hellmann.

### Conclusion

The company was able to make a fully informed decision about their Russian market approach based on research and resources provided by Hellmann.

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