

Case Study

Consumer Electronics Brand Enters the Russian Market



A young and dynamically growing Asian consumer electronics brand was rapidly entering new regions. With cultural differences and language barriers being substantial in the CIS, the company approached Hellmann for an integrated solution that would include commercial representation.

Starting Situation

We decided to start with a relatively narrow product range that covers the upper portion of the medium price segment. With very good quality for a fair price, our sales team defined the local strategy for the various sales channels. With Russia as the biggest market, it made sense to establish a stock in Moscow.

Solution

By appointing Hellmann as the Importer of Record, we were able to offer already import cleared products in ruble contracts without requiring major investments, risks, or recurring fixed costs from the manufacturer.

With the products dispatched from a local stock, we quickly found a range of potential customers in various sales channels with whom we agreed to terms and conditions in line with the vision of the manufacturer.

We continue monitoring adherence to the recommended retail price to ensure proper market positioning. Other countries in the CIS were approached in a similar way once the Russian market proved successful.

Conclusion

Through Hellmann, the manufacturer entered the CIS market in an efficient and sustainable way, smartly avoiding the cultural and language barriers that initially blocked development.

Contact

Wijnand Herinckx
Director Trade Solutions
Phone: +7 926 301 0502
Email: wijnand.herinckx@hellmann.com
www.hellmann-hts.com

