

Business Request

French company specialized in food products representation is offering commercial agency services

Summary

The French company core activity is commercial representation and selling foreign companies products within a commercial partnership. The company is specialized in food products for consumers with a mass-market retailing focus. They work alongside its partners, as a French commercial agency contract.

Creation Date	01 March 2017
Last Update	15 May 2017
Expiration Date	16 March 2018
Reference	BRFR20170301001

Details

Description

This French company is specialized in commercial agency support to foreign companies willing to enter the French market.

Their target is developing business whether it be in private label or in national brand, according to clients development strategy.

The company is food products for consumers oriented toward large distribution sector.

Examples of represented products ready to eat products and meals, snacking products such as non-potato-based chips, natural oils except olive oil, biscuits. The company is not interested in beverages and alcohol products.

They have a good experience of international partnership as all their clients are only foreign companies.

The company is offering commercial agency services through actions toward purchasers and marketing:

On the ground prospection and commercial development

Negotiation and guidance during the sale process

Following up contracts

Identification and qualification of the relevant interlocutor

Presentation of client structure and offer

Identification of the relevant process to set-up to be integrated in the purchasers databases

Following-up of the tenders planning and chasing up when necessary

Attending meeting with purchasers or logistics departments

Reception of tenders, checking and transmission to our partners

Interface between its clients and the buyers to gather missing information (planning, samples

tests, quality panel, delivery frequency...)
 Reception of completed tender from clients, checking and transmission to purchasers
 Connection of clients to all relevant stakeholders (financial department, sourcing, dematerialization, trace one, Electronic Data Interchange, flux logistics...)
 Advises and assistance during the contract signature
 Advises toward the clients on the development to offer regarding the market trends
 Attending marketing meeting to present innovative solutions and offers
 Ensuring presence when it comes to innovation shows or presentation

Advantages and Innovations

The company has more than 10 years experience and is specialized in the food market especially for innovative consumers targeted products. The manager of the company has 20 years experience in the food products sector mainly in large retailing sector. The company has a network of seven regional commercial agents in France. Their local agent's network allow the company to represent brands and products in the whole French territory. Their main sales channels is mass food distribution such as Auchan, Carrefour. They also have a good network of contacts in the catering sector.

Technical Specification or Expertise Sought

The company is looking to represent foreign companies willing to enter the French market and to be referenced in French large distribution networks. They are targeting consumers oriented food products such as ready to eat products, snacking products. They are also looking for innovative food products not already on the market. The company is looking for long-term partnership through agency relationship.

Stage of Development

Already on the market

Keywords

Technology

08 AGROFOOD INDUSTRY

Market

07003 Food and Beverages
 09003004 Distributors, imports and wholesalers

NACE

G.46.1.7 Agents involved in the sale of food, beverages and tobacco

Network Contact

Issuing Partner

UKRAINIAN CHAMBER OF COMMERCE AND INDUSTRY

Ref: BRFR20170301001

Open for EOI : **No**

Dissemination

Send to Sector Group

Agrofood

Client

Type and Size of Organisation Behind the Profile

Industry SME <= 10

Year Established

2006

Turnover

<1M

Already Engaged in Trans-National Cooperation

No.

Languages Spoken

English
French

Client Country

France

Partner Sought

Type and Role of Partner Sought

Foreign manufacturing companies, consumer products oriented, ready to eat, snacking products manufacturers willing to enter the French market and develop their sales.

Role of the partner: exchange on commercial strategy, products presentation.

Type and Size of Partner Sought

SME 11-50,SME <10,>500 MNE,251-500,SME 51-250,>500

Type of Partnership Considered

Commercial agency agreement

Attachments
