




Columdae Reference Case Description

Client	 Concrete Canvas Ltd. (UK) www.concretcanvas.com
Product	Concrete in a roll
Project	Distributor search in Denmark, Sweden, Norway and Finland
Duration	June – August 2014
Objectives	<p>Concrete Canvas wanted to start selling their product (a revolutionary construction material) in Nordic countries. The relevant sectors that Concrete Canvas wanted to approach were mining and civil engineering. Concrete Canvas thus needed distributors in each Nordic country that were in a good position to sell the company's product in those sectors.</p>
Consultant's Role and Achievements	<p>Columdae investigated which companies in each country were selling similar or related products to the relevant sectors. Much of the work focused on Sweden, at the client's request, because the country is strong in both mining and civil engineering.</p> <p>Columdae then contacted every company that met the client's criteria for a suitable distribution partner. Columdae managed to awake the interest of several such companies in each country to start discussions with Concrete Canvas, by explaining the benefits of the product in a way that was well understood in the local cultural and business context.</p> <p>These distributor candidates were then shortlisted, and Concrete Canvas met with some of them at the end of the consulting project, with Columdae's support. Concrete Canvas could then make a well-founded decision on which distributor candidate to cooperate with in each country, having received such information and advice from Columdae that the company could not have obtained on their own.</p>
Client Contact Person for Further Details	Available upon request