YOUR ROUTE INTO EUROPE

One partner.
A world of opportunity.

West Meridian helps ambitious international companies enter, establish and grow across the EU and UK, combining strategy with commercial execution.

01 / WHAT WE DO

Six capabilities.
One commercial objective.

Everything required to build a credible European market presence, connected around one commercial objective.

01

Strategy

Market assessment, entry strategy, target-market selection and commercial planning.

02

Compliance

Import, regulatory and market-access support designed to establish a compliant European operation.

03

Marketing

European positioning, messaging, launch strategy, digital marketing and market development.

04

Distribution

Channel strategy, distributor development, retail opportunities and commercial partnerships.

05

Sales

Local representation, business development, customer acquisition and revenue generation.

06

Growth

Distribution channel expansion, sales growth and brand reinvestment.

02 / APPROACH & METHODOLOGY

A considered route. Practical execution.

Four phases connect product readiness, distributor engagement and commercial agreements with a tested route to expansion.

01 Feasibility study

- Assess product characteristics from a compliance perspective, including quantities and supply constraints.
- Review marketing in the context of local market requirements.
- Conduct a comparative study to understand the competitive landscape.

02 Presentation to distributors

- Prepare market and compliance studies.
- Select suitable distributors based on product characteristics and the competitive landscape.
- Discuss supply conditions and product fit.
- Prepare the pitch and manage subsequent communication.

03 Commercial agreements

- Review the proposed cooperation from different perspectives and prepare a draft contract.
- Discuss special conditions, define the stages of cooperation and agree any specific arrangements.
- Arrange contract signing and payment terms.

04 Proof of concept & expansion

- Test the distribution setup and resolve any issues.
- Apply the proven approach in additional European countries, supported by further feasibility studies.

03 / BUSINESS ARRANGEMENTS

Built around your next chapter.

Four ways to work together, with the scope and commercial terms defined for each relationship.

01 / EXCLUSIVE

Exclusive partnership

All development phases are provided without upfront fees, with West Meridian remunerated through sales commissions and royalties on subsequent sales. Suppliers may not enter into distribution agreements with other parties within the agreed scope of exclusivity. Existing European contacts are included in the contract, with brand-growth conditions discussed to avoid conflicts of interest.

02 / NON-EXCLUSIVE

Services-based partnership

An upfront payment covers brand preparation across marketing, compliance and sales, including the pitch to distributors. Cooperation continues on a non-exclusive basis, with royalty payments on each subsequent sale.

03 / HYBRID

A tailored combination

Exclusivity is agreed for a set number of years, with upfront payments for specific project stages, such as feasibility studies, compliance or sales, according to immediate needs.

04 / BRAND ACQUISITION

Ownership by West Meridian

West Meridian acquires exclusive ownership of the brand and takes responsibility for all aspects of compliance, branding and sales, with limited involvement from the supplier or manufacturer.

LET'S START A CONVERSATION

Your product. Our expertise. European growth.

Talk to West Meridian ↗

wmeridian.com/contact.html