



Growing European Sales

Mike Vassar

Stamford Sports Ltd

Based in Nottingham

Running
Clothing &
Accessories



Outdoor
Accessories



Snowsports
Headwear





The Outdoor Accessories Specialist



Outdoor Trade

- Many activities
 - Hillwalking, Climbing, Skiing, Canoeing, Cycling, Trail Running etc
 - Many brands
 - Berghaus, Nikwax, Karrimor etc
 - International
 - Different factors
- Weather, credit crunch, FMD



UK

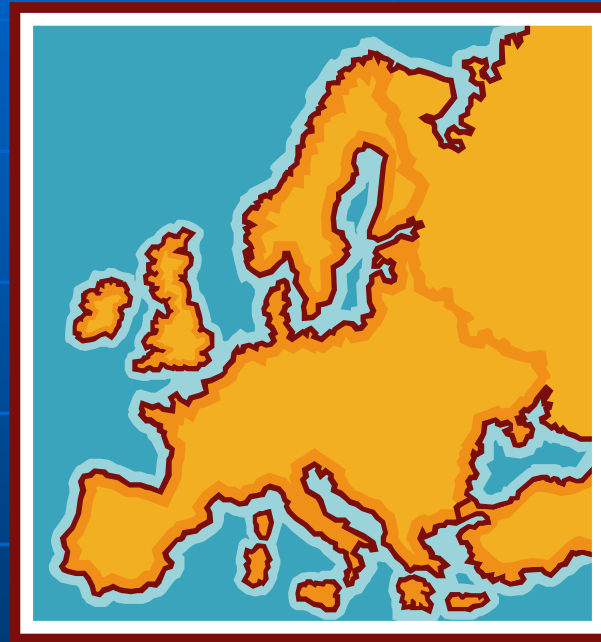
- MD key accounts
- 3 x Area Sales Managers
- 3 x Office personnel



Export

- Bit of the MD
- 
- A large, light blue downward-pointing arrow indicating a flow or transition from the 'Bit of the MD' role to the 'Export' roles.
- European Sales Director
 - Export Coordinator
 - Student

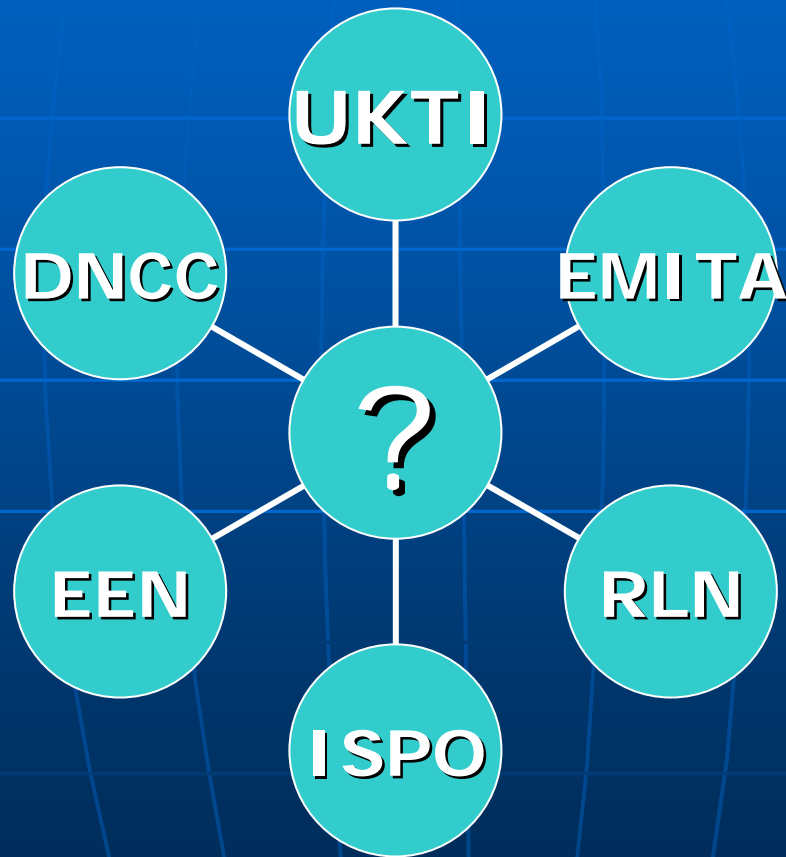
Austria
Belgium
Chile
Czech Republic
Denmark
Eire
Finland
Germany
Greece
Hungary
Lithuania
Luxembourg
Netherlands
Norway
Poland
Portugal
Russia
Slovakia
Slovenia
Spain
Switzerland
Hong Kong
Korea
Singapore



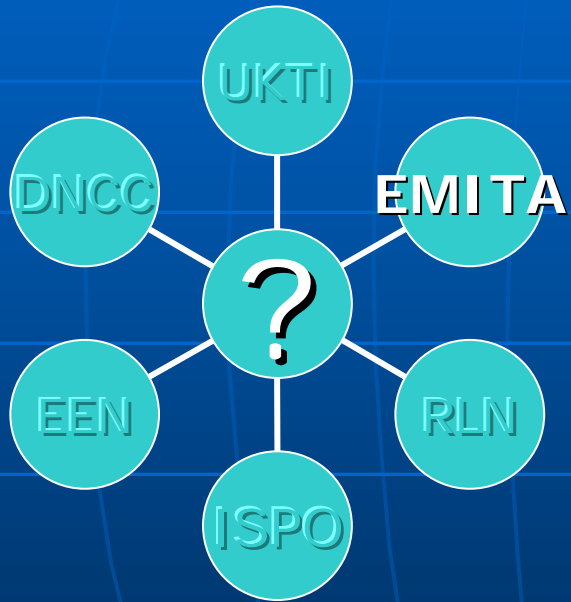
Agents
Retailers
Distributors



Who can help ?

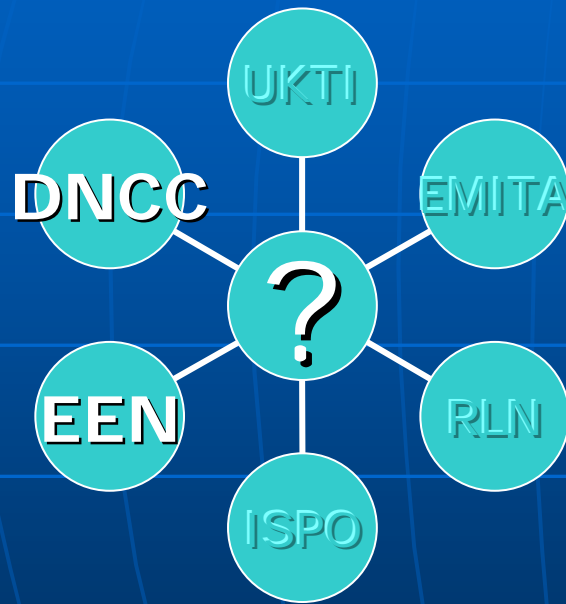


EMITA



- Market Information
- Networking
- Translation Agencies

DNCC/EEN



- International Trade Forum
- EEN
- Belgium Visit
- Advice on legislation

UKTI



- Trade Missions
Russia
- OMIS
Germany & Sweden
- Embassy Staff
Hungary,
Spain,
Denmark,
Greece,
Germany,
Czech Republic

RLN



- Helped us find ISPO
- Language review

ISPO



- Placement Student
- Language Skills
- Market Research
- Cultural understanding

- Well motivated
- Cost effective
- Company Asset

Changes



Internal order
procedures &
communications

Simpler pricing policy

Euro invoicing

Distribution agreement

Results

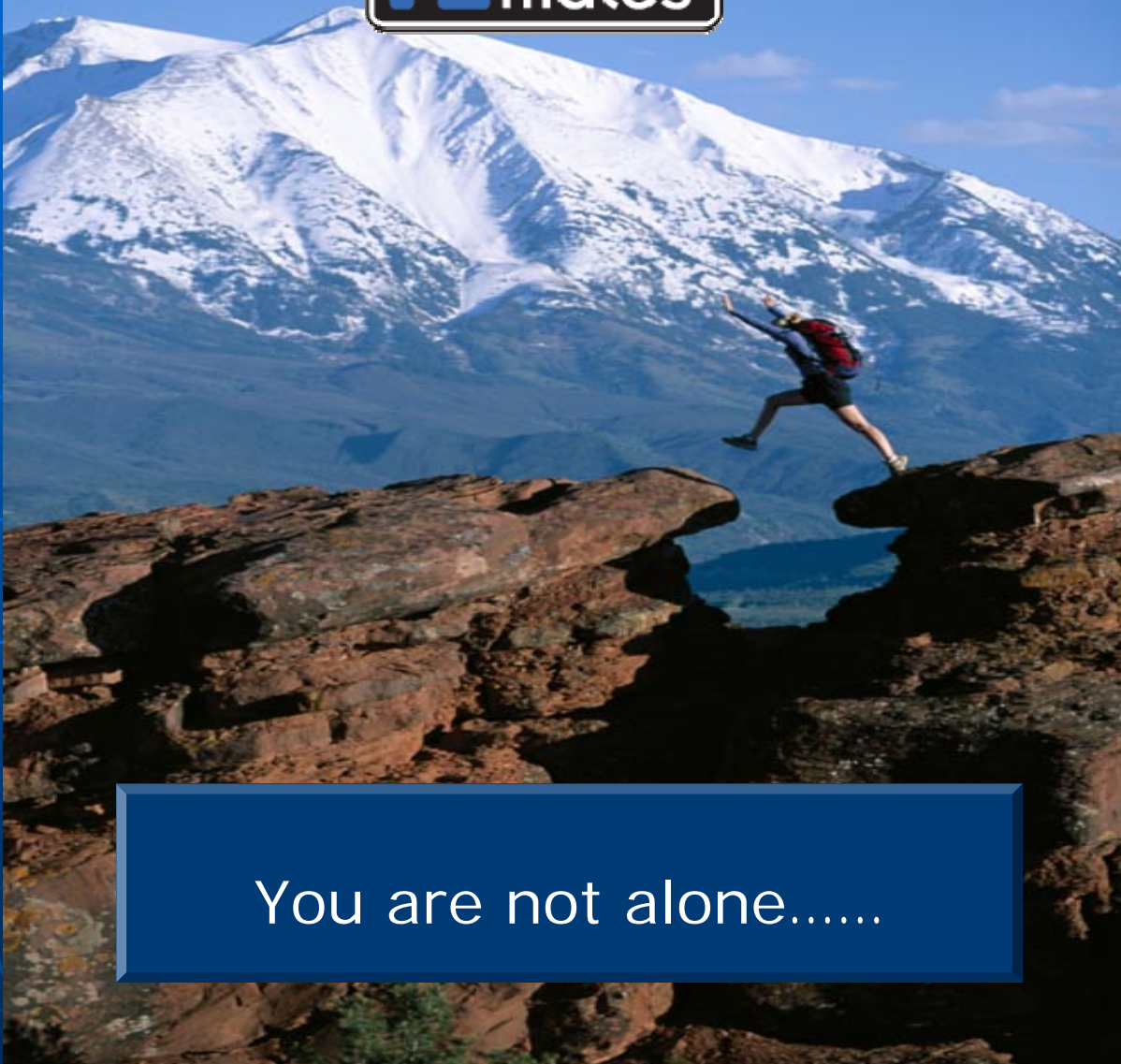


New: -

Eire, Germany, Chile,
Russia, Poland,
Luxembourg

Strong growth: -

Spain
Czech Republic



You are not alone.....