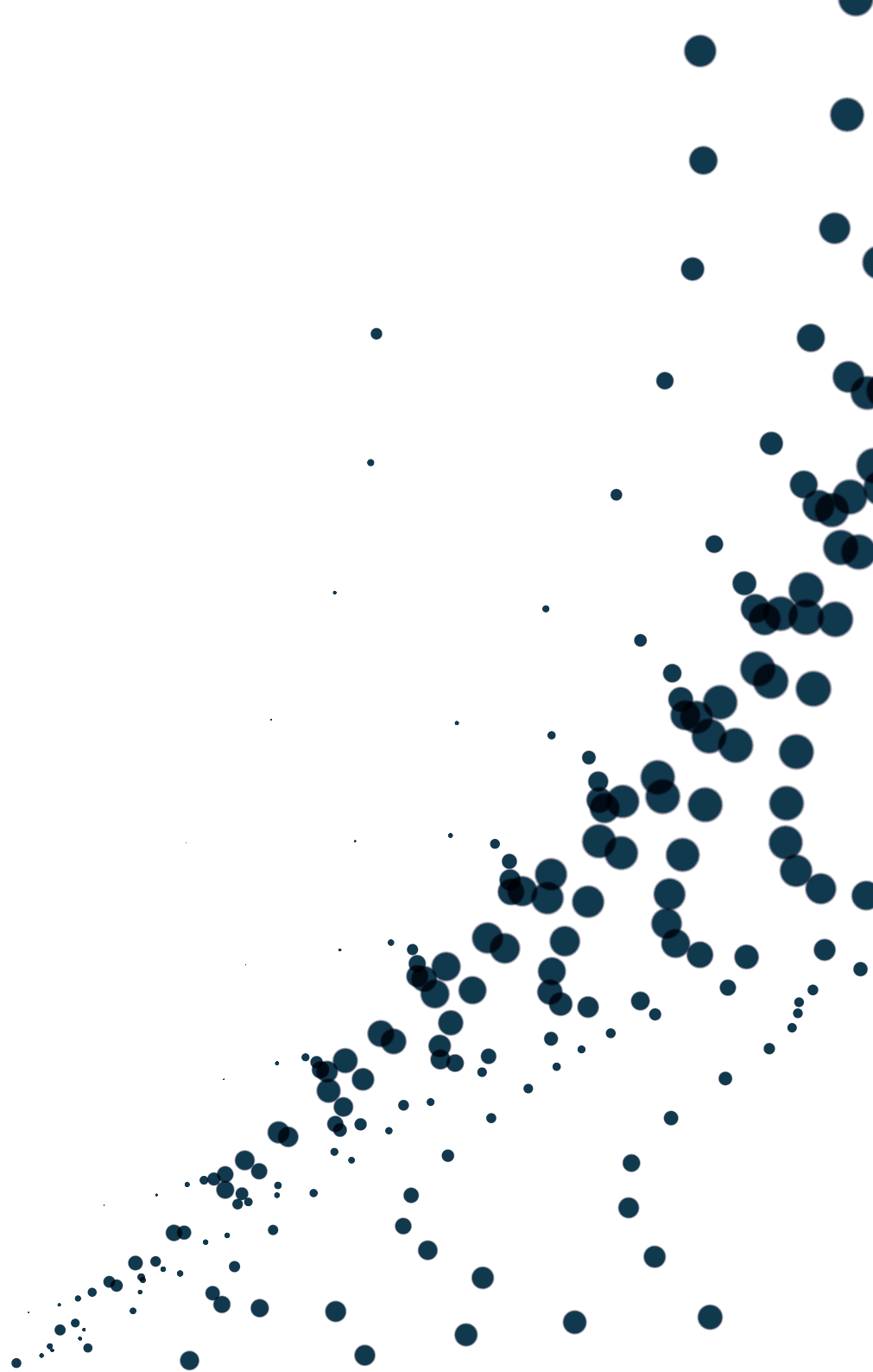




**Consulting agency specialized in
the on-trade business development in France**

- consult@cbev.fr
- www.cbev.fr



WE ASSIST BEVERAGE PRODUCERS IN DEVELOPING THEIR ON-TRADE BUSINESS IN FRANCE

“ As an independent and cross-field agency, we make good use of our proven expertise in the field and extensive national network of professionals to offer personalized solutions to each need. ”

● OUR SERVICES

- MAXIMIZE YOU DEVELOPMENT
- OUTSOURCE SALES AND MARKETING MISSIONS
- PRODUCT LAUNCH TESTS
- FIELD RESEARCH STUDIES

OUR MAIN GOAL IS TO OFFER YOU THE BEST SERVICES TO IMPROVE YOUR PERFORMANCE ON THE FRENCH ON-TRADE MARKET

● TIME SAVING

Don't overload your sales force
Recruit less people temporarily

● INDEPENDENT AND LOCAL REPORT

Independent contractor expertise
direct and transparent

● EXPERT ADVICE

A mission performed by professional sales people on the on-trade french market

● PRECISE FIELD STUDIES

Thorough services carried out by data collection experts

● ONGOING REPORT REACTIVITY

Any key information collected during the mission is reported promptly without waiting for the final report.





4 main EXPERTISE fields

4 MAIN FIELDS OF ACTION FOR A 360° COMMERCIAL DEVELOPMENT



SURVEY & MARKET RESEARCH

- CUSTOMER EXPERIENCE
- MARKET RESEARCH
- PRODUCT RESEARCH / ANALYSIS



SALES FORCE MISSION

- EXTERNAL SALES FORCE SHORT TERM / LONG TERM
- BUSINESS STRATEGY
- BUSINESS DEVELOPMENT



MARKETING MISSIONS

- BRAND ACTIVATION
- TRADE MARKETING
- PRODUCT LAUNCH
- COMMUNICATION



EVENTS

- EVENT ADVISORY
- FRENCH TRADE EXHIBITION / STAND MANAGEMENT

“ Get personalized solutions for you
business objectives ”

SCENARIOS WHERE C-BEV CONSULT' CAN HELP YOU TO REACH YOUR GOALS

Launch a new product on the french on-trade market

First steps on the french market: «test you brand»

Developing an area in France where your sales force is not yet operating

Participating in the best trade fairs for your brand in France

How to adapt your brand for the french market / french mandatories / legal

Target your distribution channel for a successful launch

2 Practical CASES

INCREASE THE BRAND AWARENESS WITH A DEFINED POS ACTIVATION STRATEGY THROUGH PROMOTIONAL EVENTS

GOALS

Define a brand activation strategy for a specific market or a specific target group

Increase brand awareness and product visibility

Optimize customer engagement and loyalty

Analyse and report the collected data

STEPS

1. Definition of objectives and targets

2. Recommendation of a brand activation strategy

3. Organization and Management of all activations from A to Z

4. Reporting and analysis of the collected data

DELIVERABLES

Complete analysis report of the collected data

A business and marketing report to assist you in developing your product

BENEFITS

A sales' boost

Increase of your **customer loyalty**

A **local** and **customized activation** for a better efficiency

Single point of contact for all the activations

Keep your sales force focused on their day to day work by **externalizing the activations**

● **TIME PERIOD:** from 1 to 2 months of activation

● **BUDGET:** Depending on the number of activations

NEW PRODUCT LAUNCH ON THE FRENCH ON-TRADE MARKET

GOALS

Product testing in a city or an area in France

Data collection for a successful product launch in the french market

Receive guidelines for the launch of a new product: a personalized sales and marketing strategy for your project

STEPS

1. Definition of objectives and data to collect

2. Build a potential client database

3. Field action: product testing and data collection

4. Reporting and analysis of the collected data and business marketing recommendation

DELIVERABLES

A complete database with key clients information

A business and marketing review to assist you in the launch of your product

BENEFITS

Responsiveness: single point of contact for each step

Each mission is accomplished by **local personnel** who know the city, region, and its local characteristics

Time and budget efficiency: the mission is carried out at the same time than your current activity on a fixed price basis

Neutral point of view

● **TIME PERIOD:** 14 weeks (depending on the area to test)

● **BUDGET:** Depending on the area to test

The TEAM dedicated to your project



BRUNO NIFFLE

CONSULTING
BUSINESS STRATEGY
BUSINESS DEVELOPMENT
SALES FORCE MANAGEMENT

STRENGTH



Operating in the beer market in Europe for 35 years
On-Trade wholesalers network in France



LUCIE NIFFLE

MARKETING STRATEGY
PROJECT AND EVENT MANAGER
TRADE MARKETING
COMMUNICATION

STRENGTH



Consumer trends for the drink beverage market in France
French mandatories and legal restriction for the french market

OUR INDEPENDENT SALES FORCE NETWORK

NATIONAL COVERAGE / LOCAL ACTIONS - SPECIALIZED IN THE ON-TRADE MARKET - INDEPENDENCE - FIELD ACTOR

STRENGTH



Professional sales people working on the on-trade market for several years
Closely knit with wholesalers and key point of sales in their area
Native from their operating area, same accent and culture

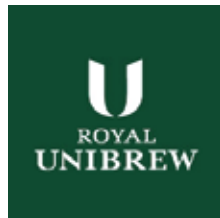
SUPPLEMENTED BY A NETWORK OF INDEPENDENT PROFESSIONAL PEOPLE AND A LEGAL COUNSEL EXPERIENCED IN THE FIELD OF THE BEVERAGE INDUSTRY

How can we help you ?

GET IN TOUCH WITH US



OUR CLIENTS



ABOUT C-BEV



Founded in 2016, C-bev imports and cooperates with international breweries and cider houses. C-bev operates nationally on the french market through a network of independent wholesalers and an independent sales team.