

SWEDISH TRADE COUNCIL SUPPORTED SCAN IN THE PROCESS OF RESTRUCTURING ITS UK SALES

The objective

Scan had been established in the UK through its own office for more than ten years and the performance was not meeting expectations. Hence, Scan wanted to explore the possibility of working with a partner and contacted STC.

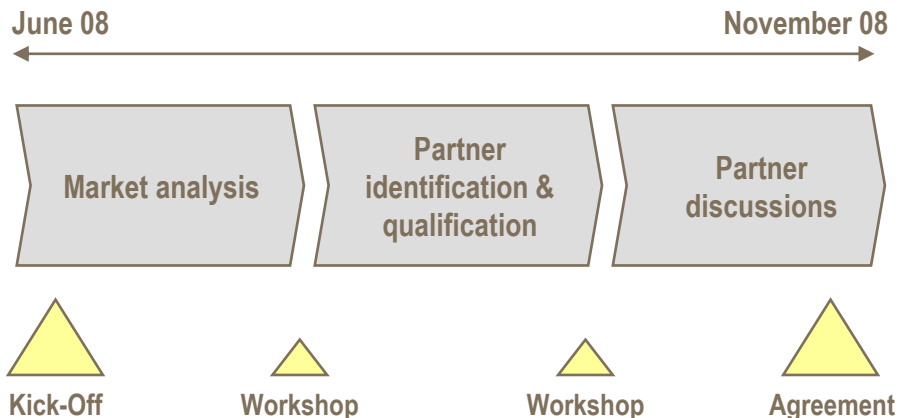
STC's role and contribution

- Conducted an analysis of the UK grocery retail market and identified a “preferred partner profile”
- Listed companies in line with this profile and qualified the list through desk research and interviews

Result

- Two business partners were presented to Scan's board of directors and the final decision was made
- Through its new sales partner, Scan has developed its customer presence and its role as category leader in the UK

Project outline



"The work with STC to find a sales partner was interesting and successful. It was a good process where we got support from the STC and at the same time were very involved. Our work with UK retailers has really developed since we started to collaborate with our new partner. We have a totally different presence among UK retailers and a more clear role as market leaders in our category (meatballs) and are now developing more categories."

Thomas Perkiö, Business Development Director, Scan