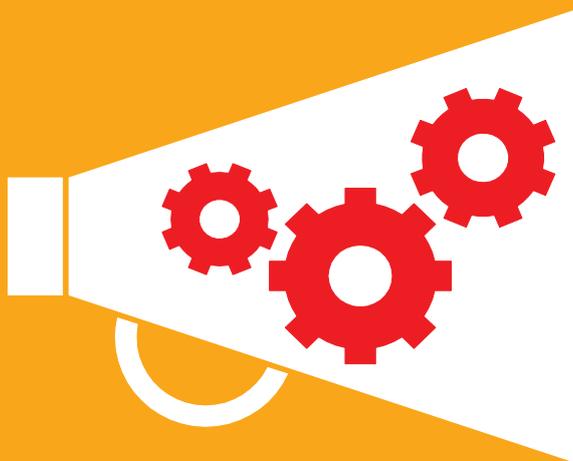


Strategic branding?

Know how.

With funding from Luxembourg, we helped Teuta Shpk., a distribution and food packaging company, to introduce and establish a new branding & differentiation strategy, increasing profit margins by 50% within a year.



Commodity trader, Albania

With our support, Teuta Shpk, a local distributor and co-packer of food ingredients and commodities, introduced a new branding and product differentiation strategy. After the project, the company's profit margins increased by 50% and 8 new products were launched following the product demand-based segmentation.

Teuta Shpk was founded in 1994 as a family business distributing food ingredients and commodities in Durres. The company quickly expanded its operations in the whole country.

Currently, Teuta Shpk, is one of the top players in the sector with a large range of products in the food commodity and deserts segments, some of which now bear the company's own brand.

Until 2013, the enterprise's business culture was essentially focused on production and sales, with limited application of marketing best practices.

Due to increasing competition and the economic downturn, the management requested international advisory support to implement a marketing strategy and increase the visibility of Teuta product lines to sustain their growth.



The EBRD assisted the company with a brand strategy and new product design.

With our support, an international adviser, Giorgio Bellachioma with more than 20 years' experience in the food industry, was assigned to introduce and implement best marketing practices. The main focus of the 18-month long project was to develop a new marketing concept and complete the product value chain. New branding and product differentiation was introduced to offer a wider range of products.

During the project, the company:

- Increased the intangible value perception of the product, brand and company, differentiating their offer. This resulted in reduced price sensitivity and less competition threat.
- Positioned the offer to different potential customer segments, increasing the competitiveness in each
- Defined the company's Mission and Role of the Brand in order to be consistent with new launches
- Applied the Brand Marketing throughout the company's activity, focusing on creative ideas, new products, quality of design and effective strategy on positioning.

The support provided guidance for the enterprise to continuously improve its marketing procedures, winning a competitive edge to further expand its market share. In addition, the enterprise invested over €1 million, partially financed through a local bank for their new main warehouse facility, which offers well positioning and efficient logistics.

www.ebrd.com/knowhow

New Products

+8

Profit Margins

+50%

Share of own brands

35%

Employees

+105%

Total project value

€ 29,150