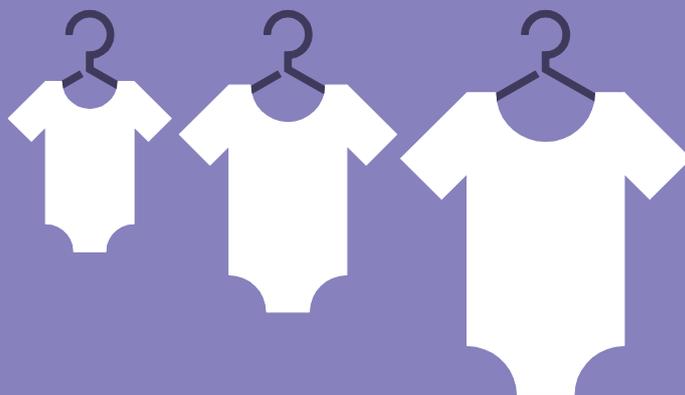


Strategic branding?

Know how.

With funding from the European Union, we helped a Belarusian lingerie and home wear manufacturer to develop brand strategy and expand their own retail chain, increasing sales by 30%.



Lingerie and home wear manufacturer, Belarus

We helped Mark Formelle, a family business manufacturing lingerie and home wear, to build a strong brand strategy and expand its own retail network. With EBRD help, Mark Formelle raised its brand awareness, doubled exports and increased turnover by 87%.

The company, established in 2009, designs, produces and distributes cotton garments, sleepwear, underwear and other specialty clothing such as thermal wear.

Despite rapid growth and the creation of a broad distribution system in Belarus, Russia and Kazakhstan, there no clear system of communication with consumers, meaning customers did not identify the products with the trademark.

We helped Mark Formelle to work with a local consultant who studied the target consumers, developed a new brand concept to match the preferences of the target audience, and worked out a product promotion system in accordance with the brand. A year after the project's completion, there



The new brand strategy helped the company have a clear understanding of its customers' needs and a consistent programme of brand promotion.

was a considerable improvement in brand awareness, and a sales increase by 30%.

As the next stage of cooperation we helped Mark Formelle to find international industry experts who brought international best practice to the company. The main adviser, Igor Kresoja, is a German textiles and merchandising expert who has more than 20 years of senior management experience in retail in Germany.

The advisers:

- Improved production efficiency
- Developed a new store concept and changed the internal structures of the distribution department
- Created a sales support department, which allowed the brand to stand out among competitors in the market.

As the result, the company's share of its own retail sales (vs. wholesale) grew from 26 to 50%, turnover rose by 87% by the end of the project and exports had more than doubled. They are now embarking on a further project, focused on developing a new, long-term business plan for the company and product development.

The EBRD has also provided Mark Formelle with a US\$ 4 million loan to finance the brand's expansion in Belarus and neighbouring markets.

In 2015, Svetlana Siparova, Mark Formelle's Director, was awarded an EBRD Women in Business Awards. She has been recognised for "Promoting Gender Diversity in a Commercial Company."

www.ebrd.com/knowhow

Turnover
+87%

Exports
+109%

Retail vs. wholesale
+24%

EBRD loan
US\$ 4 million

Total advisory project value
€15,100