



Major German manufacturer of Frozen Processed Fish, Pasta and vegetable based Ready Meals, Berry Fruits and Herbs specialized on Private Label business Client since 2013.

Objectives

get extended business penetration in Portuguese retailers.

Response

For the last 2&1/2 years we've identified an opportunity within Sonae, the leading retailer in Portugal, organized supplier info to respond to the bid and managed all the negotiation and info flow required to come to terms with the retailer process.

Results

got the contract for 3 items and in discussion to add 15 additional items.