



Major Bakery and diversified UK business foods. Client since 2006.

Objectives

identify business opportunities for their bakery range.

Response

We have selected a leading distributor in Portugal more focused on the food service sector. While it covers most of the country, the fact it is based in the Algarve helped to spread the distribution quickly throughout independents such as coffee & pastry shops as well as fast food restaurants. By liaison between the client and its distributor, we have managed to conceive promotions to the distributor clients and incentive the sales force.

Results

Kara has reached now a solid business spread throughout near 1,000 clients from North to South of the country.