

Case study 1: FMCG company entering the Romanian market

One of the largest international food brands asked Schiere | Simiuc & Partners to investigate the opportunity to expand to Romania

The Challenge

- A well known international food brand
- Intends to expand in Romania
- It has asked Schiere | Simiuc & Partners to investigate the opportunity.

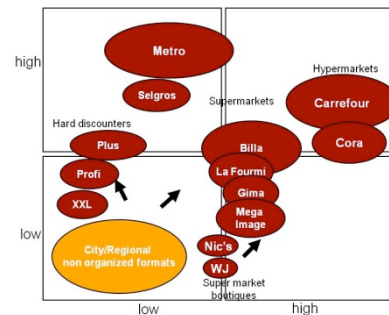


Schiere | Simiuc & Partners Analysis

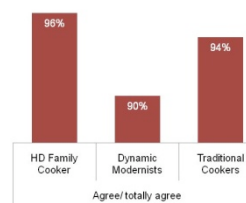
- Home cooking observations
- Spotting opportunities
- Analysis of the Competition



Analysis of the market structure



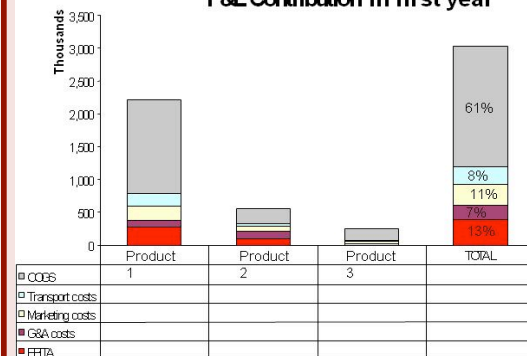
Quantifying the potential



The Results

- Identified clear set of growth opportunities
- Quantified costs
- Build detailed plan to act on the opportunities
- Build future P&L

P&L Contribution in first year



Note: all the numbers and graphics used in the photos have been changed for confidentiality reasons towards the client