



Client Pure Inventions is a boutique company with a high-end product - a refreshing water-enhancer. Their product is all-natural, tastes great, and has various restorative properties depending on the flavor. It can be sold through drink, cosmetic or pharmaceutical distribution, and is especially popular in luxury spas and hotels.

Emerging Markets Pure Inventions targeted the Middle East for expansion. Many but not all countries in this region are emerging markets.

Background: Pure Inventions has a great domestic market, and has been growing their company steadily through a number of high-end locations in the US. They had received interest from other countries that they were eager to take advantage of.

Challenge: They wanted to leverage their international exposure and interest to increase their global presence. However, they had a small staff and a limited budget. They wanted to focus their limited resources on what they do best- providing a high quality product and educating others on its benefits.

Solution: After discussing with us their goals and learning more about our services, they requested an initial product analysis. After reviewing this and the options we presented them for working together, they decided to engage us on a representative style consulting package. SH International then sprung into action.

Process: We worked with them to decide on a dynamic pricing strategy that fit their needs but was viable in these markets. We created local language presentations about their product so that it could be effortlessly understood by potential buyers. We then presented their product both through targeted on-line marketing as well as in-person to numerous executive-level buyers in one-on-one meetings. Given the flexibility of the product's distribution possibilities, we introduced the product in high-end spas, cosmetic distributors, pharmaceutical chains, and to hotel/restaurant/industry food distributors. We actively helped them negotiate opportunities and contracts, getting them the best terms to limit their risks and maximize their profits.

Results: As a result of our intensive on-the-ground efforts for Pure Inventions, we successfully identified several distributors and luxury spas in the Middle East keen on carrying Pure Inventions. Together, we agreed that Pure Inventions would be the most successful putting in place a distributor instead of selling directly to individual spas, given the registration process and logistics costs. So we negotiated a favorable contract with a high-end distributor. We are now proud to say that Pure Inventions has a major deal with a Middle East distributor that sells to a variety of locations, including, Bloomingdale's, pharmacies and luxury spas. We will continue to provide them with ongoing relationship management.

We were careful to get Pure Inventions buy-in at every step of the way to ensure that they would be pleased with the results achieved for them. While we focus on delivering high-impact results to the client, we do not take away control.



Feedback from Jerry Cionci, President & COO of Pure Inventions

Favorite part of working with us: "SH International's expertise and ability to penetrate complex international markets and distributors that many companies would either not pursue initially or it would take a great deal of time to plan to pursue. SH International has accomplished this relatively quickly from our perspective."

Least favorite part of working with us: "Being somewhat rigid and contract oriented, but we respect this."

What were the biggest surprises during the process? "No real surprises as we always seemed to have open communication at every key step in the process."

What sets us apart from others that you could have worked with? "Work ethic and tenacity to move towards decisions."

Will you continue to work with us? "Absolutely. We really enjoy seeing a high level of motivation from SH International. We work with other organizations that lack drive but SH International has no shortness in the sense of urgency department, which we appreciate."