



PARTNERS IN MARKETING

October 2009 - PIM builds distribution network for French customer

The building sector occupies the second place in France and maintains this position despite the economic recession. The sales clearly concentrate on the large distribution chains. Another notable trend is the growing internationalization. France is a very interesting market for building materials, but choosing the right agent is of utmost importance.

For a large French market player in the building sector Partners In Marketing carries out an assessment of the existing distribution network. On the basis of this data, Partners In Marketing will draw up an effective distribution plan and develop a new smart distribution concept. A well thought-out logistic concept as part of the company strategy is highly important to be successful in the market.

In order to obtain a clear view on the current distribution network and to identify interesting companies, a road show throughout the various economic regions in France is organized. More than 20 French departments will be visited by a team of assessors.