

CASE STUDY 1

Challenge: India Entry - Safety Products Company, Canada

We started working with the Company in the beginning of 2014, and in a matter of months we created a Master Distributor and a Pan India Channel Partner network. This Distributor had an excellent understanding of both the selling and distribution processes and had a very extensive network that has facilitated a very good uptake of the company's products.

Meraki Advisory was completely involved in the negotiations that led to the signing of a binding exclusive contract with the Indian Master Distributor, which has been running very successfully since then.

Meraki now acts as the de facto Business Development Arm for the company.