

Business Request

London start-up seeks Italian food producers to distribute their products in the UK market

Summary

A London based company is an online e-commerce platform that bridges the British market for Italian local food product companies. It gives an opportunity to Italian companies to sell their products in the UK, due to the high demand for Italian food in Britain. The company is looking for a commercial agency agreement partnership with food producers willing to join the platform.

Creation Date	19 May 2016
Last Update	01 June 2016
Expiration Date	01 June 2017
Reference	BRUK20160519001

Details

Description

The London start-up is an online e-commerce platform that bridge the British market with the Italian local food product maker companies based all around the Italian peninsula.

The target focuses on 2 aspects: the first is giving the opportunity to the British citizens to taste the real and well-known traditional food that makes Italy the best cuisine of the world and secondly give an opportunity to Italian local companies to grow and open their market Internationally.

The e-commerce platform is built in order to provide not only the opportunity to buy the products but also to create blogs and a recipes' database allowing people to get the best out of their products.

The design has been studied, analysed and developed in order to produce an outstanding effect to a different range of customers.

The company is looking to improve its list of product in order to attract more customers. It is looking to include within pairings different type of products allowing clients to receive a complete amount of authentic Italian food.

The start-up is looking for a commercial agency agreement partnership with Italian food producers willing to join the platform. This will give the opportunity to the potential partners to increase their visibility and to sell their products abroad. There are no fee to pay to be registered on the platform, the e-commerce company will retain a percentage of the transaction once the partner has sold its products.

Advantages and Innovations

The start-up offers a unique, fast and simple opportunity to bridge the international boundaries for authentic and local Italian product makers. The company is keen to allow companies to grow while being exposed to the UK market with its e-commerce platform.

This is one of the first e-platform just focused on delivering Italian products in London, responding to a big need in the current market due to the high number of Italian citizens living in London who have difficulties in finding the authentic Italian food in the UK market, and due to the high request of Italian products also among the English population, given its well known quality.

Looking into the future, private customers are the priorities but the company is already studying different businesses that would improve the qualities of their recipes with the products it provides.

Technical Specification or Expertise Sought

The company is looking for Italian food producers willing to join the platform. The local producers will gain the opportunity to get more visibility and to become well known in the English market where the demand for the Italian authentic food is very high.

The potential partners can be any Italian food producers, either big companies willing to increase their visibility abroad or small local food producers.

The partner will also have the chance to increase its sales and consequently its revenues.

The potential partners would join the e-commerce platform free of charge to improve their exposure.

Keywords

Market

07003002	Health food
07004008	Other consumer products

NACE

I.56.1.0	Restaurants and mobile food service activities
I.56.2.9	Other food service activities
I.56.3.0	Beverage serving activities

Network Contact

Issuing Partner

UNIONE REGIONALE DELLE CAMERE DI COMMERCIO DELLA CAMPANIA
(UNIONCAMERE CAMPANIA)

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Open for EOI : **Yes**

Dissemination

Restrict Dissemination to Specific Countries

Italy,

Client

Type and Size of Organisation Behind the Profile

Industry SME <= 10

Year Established

2016

Turnover

<1M

Already Engaged in Trans-National Cooperation

No.

Languages Spoken

English
German
French
Italian

Client Country

United Kingdom

Partner Sought

Type and Role of Partner Sought

The company is looking for a commercial agency agreement with Italian food producers willing to join the platform. The local producers will gain the opportunity to get more visibility and to become well known in the English market where the demand for the Italian authentic food is very high.

The partner will also have the chance to increase its sales and consequently its revenues. The potential partners would join the e-commerce platform free of charge to improve their exposure.

Partnering Opportunity

Any kind of Italian food producer can be a potential partner of the company. There are no fee to pay in order to be registered on the platform, the e-commerce company will retain a percentage about 5%-10% of the transaction once the partner has sold its products.
The delivery costs will be charged to the costumers using the platform.

Type and Size of Partner Sought

SME 11-50, SME <10, >500 MNE, 251-500, SME 51-250

Type of Partnership Considered

Commercial agency agreement