

## Business Request

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# UK SME specialising in quintessential British products seeks digital marketing consultants for services agreements

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### Summary

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*An experienced South West UK ecommerce retailer of traditional, vintage and heritage British merchandise wishes to grow internationally and seeks experienced digital marketing consultants to act under a services agreement to build the brand and sales in Europe, the USA, China and South East Asia.*

<b>Creation Date</b>	20 June 2018
<b>Last Update</b>	20 June 2018
<b>Expiration Date</b>	21 June 2019
<b>Reference</b>	BRUK20180620001
<b>Public Link</b>	<a href="https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/c7eff914-9ef5-418b-beac-8d06498535d9">https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/c7eff914-9ef5-418b-beac-8d06498535d9</a>

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### Details

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#### Description

The South West UK company, established in 2008, is a successful ecommerce retailer of high quality second hand books. The company has recently launched a new brand rooted in the Great British theme. Products are quintessentially British and reflect the indulgent experience of a traditional English country retreat. Products broadly fall into country house rooms which include, for example, the ladies boudoir, the library, the butler's pantry and feature classic products such as classic toiletries, lounging robes, leather bound books and literary classics, cream teas and premium spirits. The product portfolio balances up cycled vintage, traditional and modern indulgent items.

The company is very experienced in selling items using global marketplaces such as Amazon and eBay, but has only recently launched its own branded website. The company is seeking to grow the brand internationally and drive sales through the company ecommerce website. Partners with B2C ecommerce and digital marketing experience to include search engine optimisation, pay per click and social media strategies are sought to build the brand and sales in Holland, Sweden, Germany, Spain, France, the USA, China and Hong Kong and South East Asia. Partners will be engaged under a services agreement.

## Advantages and Innovations

- A unique service offering providing international consumers the ability to purchase traditional British products and books
- The company philosophy is to avoid landfill and recycle, up cycle and reuse products.
- The brand stocks only ethically sourced and produced products.
- Where possible recycled packaging has been used.
- Food products favour vegan and vegetarian diets.
- The company works with local charities.
- Young, dynamic, professional team.
- Focus on traditional and heritage products.

## Technical Specification or Expertise Sought

Partners with business to consumer ecommerce and digital marketing experience are sought. Partners need to demonstrate an experience of building brands through social media platforms, paid search and search engine optimisation. Partners must have proven experience of working with and growing start up companies.

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## Keywords

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### Market

07002005	Other retailing
07004001	Clothing, shoes and accessories (including jewellery)
07004003	Home furnishing and housewares
07004008	Other consumer products

### NACE

G.47.2.4	Retail sale of bread, cakes, flour confectionery and sugar confectionery in specialised stores
G.47.2.5	Retail sale of beverages in specialised stores
G.47.6.1	Retail sale of books in specialised stores
G.47.7.1	Retail sale of clothing in specialised stores
G.47.9.1	Retail sale via mail order houses or via Internet

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## Network Contact

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### Issuing Partner

ZACHODNIOPOMORSKI UNIWERSYTET TECHNOLOGICZNY W SZCZECINIE

### Contact Person

Hubert Dyba

### Phone Number

48 91 449 43 90

## Email

hubert.dyba@zut.edu.pl

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**Open for EOI :**    **Yes**

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## Dissemination

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### Send to Sector Group

Retail

### Restrict Dissemination to Specific Countries

China,    Germany,    Indonesia,    Netherlands,    Singapore,    Spain,    Sweden,  
USA,

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## Client

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### Type and Size of Organisation Behind the Profile

Industry SME <= 10

### Year Established

2008

### Turnover

<1M

### Already Engaged in Trans-National Cooperation

Yes

### Languages Spoken

English

### Client Country

United Kingdom

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## Partner Sought

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### Type and Role of Partner Sought

Ideal partners will be small companies or freelancers with B2C ecommerce and digital marketing experience to include search engine optimisation, pay per click and social media strategies are sought to build the brand and sales in Holland, Sweden, Germany, Spain, France, the USA, China and Hong Kong and South East Asia. Ideally partners should have experience of working with international companies. Partners will act under a services agreement.

Partners will need to present a portfolio of projects and case studies.

## **Type of Partnership Considered**

Services agreement

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## **Attachments**

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