



client case study

AQF Ltd.

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“With Exportise’s close support we’ve targeted new international markets, developed a very strong value proposition, built a sales pipeline and ultimately have secured work with leading OEMs in 6 European markets. They helped us to open doors!”

Seamus Fagan, AQF Ltd.

about exportise

Exportise advises, consults with and directly assists client companies looking to enter or develop export markets. More than just a consultancy, we directly engage in both the planning and the implementation phase. Exportise becomes an additional, expert business development resource to our clients.

about our client

AQF Ltd is a specialist, technical foam converter-servicing clients through a range of sectors including medical device, electronics, consumer goods, industrial and aviation. AQF Ltd is headquartered in Navan, Ireland with primary export markets in Sweden, Germany, Switzerland, Italy, Czech Republic, Singapore, USA and UK.

the challenge

AQF recognised that they needed to expand their sales internationally but lacked the resources and direction to research, plan and succeed in export markets. Through recommendations from business partners, AQF engaged Exportise. Initially we created an export sales growth plan tailored to entering and expanding the targeted Medical Device sector.

exportise’s role

Working collaboratively with our client, we carried out market research, gathering valuable insights and information about aspects of their exporting business. We then created an export sales plan, particularly recommending adjustments and reinforcement to their export sales activity and process. The aviation sector is AQF’s entry into the aviation sector arose out of our research activity, and is the newest market for AQF for which Exportise has successfully opened doors.

the process

stage one - discovery

A team session was arranged and facilitated by Exportise. The session's objectives, outlined here, were set and met by Exportise with our client:

- To understand the AQF business model
- To understand the value proposition and sales process
- To agree goals and timelines for delivery of an export sales growth plan

stage two – action plan

An action plan was drawn up of all steps to be taken with clear deadlines. Exportise focused initially on the medical device sector for AQF:

- Step 1 – European Medical Device market analysis
- Step 2 – Prospective client identification
- Step 3 – Information gathering to be used in identification of initial opportunities

stage three – export plan and implementation

A tailored export plan was constructed and the implementation phase consisted of:

- Prospecting that includes, phone and email prospecting, marketing activities
- Script generation
- Opportunity identification
- Setting up meaningful phone and face to face meetings
- Supporting AQF with sales proposals, sales/nurturing material with regards to export considerations
- Export sales and sales pipeline management

execution

Exportise continues to be engaged directly by AQF in generating leads, opportunities and building a sustainable export sales pipeline. AQF has seen a real benefit from its long-term relationship with Exportise as we have established and significantly grown AQF's business in the European medical device sector. Exportise continues to open new export markets for AQF, the most recent in the niche aviation sector. The benefit from momentum can be clearly seen in the results below.

results achieved to date

- From a standing start in 2011, 30% of AQF business now derives from export markets
- Aviation sector niche identified and developed, generating €60,000+ sales in first month
- Development of a powerful niche offering
- Major OEM (original equipment manufacturing) clients in eight markets
- Significant scaling up in the engagement to date, with further developments imminent

want to know more?

We at Exportise are always happy to speak to you about your export sales planning and activity. You can call us at 01 4433901, email us at hello@exportise.ie, or visit www.exportise.ie for more information about our work and us.