



client case study

propak health ltd.

hello
szia
hallo
bonjour
tere
hej
ciao
holá
olá
hei
terve

“Exportise has completed a very comprehensive export market audit while opening and securing some interesting business opportunities for Propak Health, which would have otherwise slipped under the radar. They are the driving force in our international development.”

Jim Kernan, COO of Propak Health

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

Propak Health is a GMP-authorized provider of fill-finish, contract manufacturing and bespoke supply chain solutions for the pharmaceutical, nutraceutical and medical device sectors. Propak Health has quickly established itself as a key partner for global, mid-tier and emerging healthcare companies. Propak Health is headquartered in Dublin and exports to Australia, Europe, US, Canada and South America.

the challenge

Propak Health recognised that they needed to expand their sales internationally but they lacked the resources to both research the best routes to market and to execute an export growth sales plan. Initially,

exportise's role

Working collaboratively with our client, we first completed a very comprehensive export market audit, which was closely followed by the creation of an export sales growth plan tailored to entering and expanding the targeted markets derived from the audit.

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 Propak Health 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. As target export markets were not fully defined, Exportise did the following for Propak Health:

- Step 1 – Comprehensive export market audit
- Step 2 – Defined target market exploration based on market audit findings
- Step 3 – Prospective client identification
- Step 4 – 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 Propak Health with sales proposals, sales/nurturing material with regards to export considerations
- Export sales activity and sales pipeline management
- Digital marketing and social media presence management

execution

Exportise continues to be engaged directly in generating leads, opportunities, new target markets and building a sustainable sales pipeline for Propak Health in international markets, with significant expansion of services over two years of engagement.

results achieved to date

Propak Health has seen a real benefit from a long-term relationship with Exportise and has had substantial results since Y2. The benefit from momentum can be clearly seen:

- Current export sales pipeline value of over €1.2m
- Sales of over €100,000 secured in Q4 2015
- Development of a strong niche offering
- Through digital marketing: 94% increase in website traffic, 279% increase in LinkedIn followers and 202% increase in Twitter followers in 2015.

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.