



GO & GROW GLOBAL LLC

“We grow your international sales”

Mr. Brooke Fishback, MBA, CGBP

Managing Director

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

FIME 2018

Selling Medical Devices & Consumer Health Products to the UK Retail Sector

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Who we are

A consulting and sales brokerage company with a network of partners around the world

Our partners sell to top brick & mortar and on-line retailers

Managing Director, Mr. Brooke Fishback, MBA, CGBP – 20+ years international experience, selected awards: NASBITE “Advancing International Trade Award”; *Commercial News USA* “Exporter of the Year”; President’s “E Award”

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

What we do

1 – 2 – 3 Process:

1. Review & assess current international sales (which countries, unit/\$ volumes, why/why not, ect.)
2. Provide feedback as to where we see opportunities (also concerns – regulatory, English-only packaging, ect.)
3. Agree upon scope of work (countries, products, sales targets & timeframe, compensation, ect.)

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

You

Have a medical device/consumer health product that you believe you can sell in the UK

1. Market research
 1. In country visits, on-line, Government agencies, private sector reports, consulting projects, ect.
2. Competitive & Complementary products
 1. Unique/innovative Vs. “me too”

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

You

Have reviewed and understand regulatory & general commercial requirements

1. CE for Medical Devices, Cosmetics Regulations
2. Quality control – factory audits, ISO, ect.
3. Certificate of Liability Insurance, ect.
4. UK VAT (currently @ 20%) – do you need to register?
5. Invoice payments in GBP – how to manage?

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

You

Understand your supply chain for UK delivery

1. International shipping logistics –
 1. Packing
 2. Air/ocean freight vs. courier
 3. Export documents
 4. UK import requirements - HS codes, duties/taxes/VAT
 5. UK delivery
 6. UK warehousing

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

You

Understand your supply chain for UK delivery

2. Some questions:

1. Does the retailer or wholesaler have a direct import program?
2. Do you need a UK distribution partner? Import & warehousing to “full service” (how much margin room?)
3. Do you need a UK “legal entity” to manage the supply?

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

UK Market

1. General information¹

1. Population - > 65MM
2. GDP per capita – > \$43K
3. Stable democracy
4. English-speaking

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹CIA World Factbook

UK Market

2. Sophisticated retail market

1. “Grocery” (hypermarket/supermarket/discounter/convenience) - > 55K stores²
2. Pharmacy - > 14K stores³
3. Internet sales

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

²USDA report

³Pharmaceutical Journal

UK Pharmacies + Internet

1. Large chains

1. Boots - > 2,300 stores¹
2. Lloyds - > 1,500 stores¹
3. Others (< 1,000 stores¹) – Well, Rowlands, *Tesco, *Sainsbury's, Day Lewis, Day Lewis, *ASDA, **Superdrug

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹ Pharmaceutical Journal

* Grocery Retailer

**H&B Retailer

UK Pharmacies + Internet

2. Small chains & independents

1. > 100 stores per owner, but totaling > 7,000 stores¹

3. Internet sales –

1. Amazon UK
2. Large & small chains with retail web shops
3. Other – Ebay, Groupon, specialty retailers, ect.

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹ Pharmaceutical Journal

Large Chains

Function similar to US chain pharmacy retailers

1. Selling in
 1. Generally have planogram review/decision/in-store dates
 2. Need strong margins & promotional package
 3. Private Label an opportunity
 4. Need “face to face” meetings – may want a UK head office broker

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Large Chains

Function similar to US chain pharmacy retailers

2. Supply

1. Need strong regulatory – potential for factory audits
2. Have delivery timeslots
 1. Typically 3-5 business days from PO
 2. Mis-delivery = fine
3. May have direct import option

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Small Chains & Independents

Generally supplied through:

1. Full line pharmacy wholesalers – Alliance, Celesio, Phoenix, Lexon, ect.
 1. Need to get products listed in wholesaler’s catalog:
 1. Unique to set (generally do not want too many “me too” items listed)
 2. Small margin + marketing spend (catalog ads, promo discounts, ect.)

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Small Chains & Independents

1. Full line pharmacy wholesalers – Alliance, Celesio, Phoenix, Lexon, ect.
2. Generally expect you to have product inventory in the UK (your warehouse, pre-wholesaler (like Alloga), freight forwarder, ect.)
3. Expect you to have sales reps (outsourced or employed) in the UK to write sales at store level to send to them for fulfillment

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Small Chains & Independents

2. Some regional wholesalers have their own field sales team (EMT, Murray's, ect.)
- 3 Small chains & independents may also work with “buying groups” (Numark, Cambrian Alliance, ect.)
 1. May provide Private Label opportunity (e.g. Numark)
 2. May add additional approval level (e.g. Cambrian Alliance)
4. Some small chains may have direct import option and also Private Label opportunity

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

Internet

~ 87% of UK consumers purchased on-line in previous 12 months¹

1. Amazon UK

1. Similar operation to Amazon USA
2. Proof of sales for UK pharmacy retailers
3. Gateway to Amazon Europe

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹Eurostat

Internet

~ 87% of UK consumers purchased on-line in previous 12 months¹

2. Large & small chains with retail web shops
 1. Opportunity to “test” sales on-line before in-store
 2. Provides on-line only sales options for lower volume sellers

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹Eurostat

Internet

~ 87% of UK consumers purchased on-line in previous 12 months¹

3. Other – Ebay, Groupon, specialty retailers, ect.

1. Proof of sales for UK pharmacy retailers
2. Additional, incremental revenue

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com

¹Eurostat

Summary

1. UK market provides strong opportunities for medical devices and consumer health products
 1. Get necessary regulatory approvals
 2. Understand supply chain options
 3. Create sales plan for full market coverage

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com



QUESTIONS?

Contact:

Mr. Brooke Fishback, MBA, CGBP
fishback.brooke@outlook.com

GO & GROW GLOBAL LLC

T: +1 617 935 9804

E: fishback.brooke@outlook.com