

## INVITATION TO TENDER

### Announced by

Bellyfood ApS  
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### ANALYSING NEXT MARKET AND PREPARING STRATEGY FOR ENTERING

To be able to grow and compete, with our giant, primary competitors (Nestle Health Science and Danone - Nutricia, we need to analyze and know which country to enter next. Therefore we need market validation of potentially next markets and analysis of their handling of subsidies in the complex field of Food for Special Medical Purposes (FSMP) products. When we have identified the next market, we need help for developing the correct strategy and identifying which marketing material we need for penetrating the market.

It is important and crucial for the growth of Bellyfood and ability to compete, that the right country to expand in, is identified.

Because we are a startup with limited financial resources, we are always aware of attracting the right competencies to secure growth and success. The founders Pia and Line have great knowledge about the customers (health care professionals and end-users) but has no experience within marketing strategy. We wish to use an advisor who can help and educate us, so that we can continue developing the strategy as Bellyfood grow.

**Deadline for submission of tenders:** 05-12-2022

**Amount limit:** 40.000,00 DKK excl. VAT

Submit tender



Erhvervshusene



Danmarks  
Erhvervsfremmebestyrelse