

INVITATION TO TENDER

Announced by

Wavy Wonders ApS
Jessens Mole 7E, 2. 1.
5700 Svendborg
Tel. 36969353
tt@wavy-wonders.com

Breaking into the US Market with Seaweed Snacks

Background. Wavy Wonders makes seaweed & seed snacks based on Norwegian seaweed. We have launched in Denmark to some success and are looking to further expand into the US. Additional information on Wavy Wonders can be found at www.wavy-wonders.com or additional information can be attached.

Project Description. The short description is to support the launch of Wavy Wonders in the United States of America by mapping the market and establishing a strategy for entry into the US market based on our current operations and presence in Denmark. The offer should contain the following:

- **Market Research.** Conduct a competitive market research and based on that identify possible strategies of market entry.
- **Strategy recommendation:** Advise in selection of a market entry strategy and consult in a product and price strategy including tax strategy.
- **Infrastructure and Logistics:** Advise in logistic options for transport, storage and distribution.
- **B2B Sales Strategy.** Define a sales strategy and sample distribution partners, broker network, incl. advising on in-store sales activities like tastings.

Budget and success criteria.

- The total budget is: 75.000 DKK
- At the end of the project it is expected there is a written deliverable for each of the above points that has been through 1 round feedback.
- The project is successful if Wavy Wonders is able to use the recommendations to initiate work immediately to launch in the US.

For any questions, please feel free to reach out to Thomas Thulesen at TT@Wavy-Wonders.Com or at +1 347 268 6134

Company Information

Project: US Market Entry

Company: Wavy Wonders ApS

Address: Jessens Mole 7E, 2. 1., 5700 Svendborg, Denmark

Company CVR: DK41774681

For any questions, please reach out to:

Thomas Thulesen + 1 347 268 6134 // TT@Wavy-Wonders.com

Deadline for submission of tenders: 14-10-2022

Amount limit: 75.000,00 DKK excl. VAT

Submit tender



Erhvervshusene



Danmarks

Erhvervsfremmebestyrelse