



pointone
INTERNATIONAL

Doing business has no borders.

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About Point One International

Who we are

At Point One International, we believe doing business has no borders.

International Sourcing, 3PL+ Logistics Services and North American Market Entry—We provide full-service customized solutions to help businesses succeed internationally.



International Sourcing Solutions

The Need: Few manufacturing capabilities are available 100% domestically.

Our Solution: We work with manufacturers worldwide to provide simple solutions to complex supply chain challenges. We offer supplier qualification, quality assurance, and end-to-end procurement solutions.



3PL+ Logistics Services

The Need: Few consumer brands can provide order fulfillment & logistics services outside their home market

Our Solution: Our 3PL+ offering takes third-party logistics a step further by managing resources, technology, and infrastructure to design, build and implement a tailored supply chain solution for your needs.



North America Market Entry

The Need: Few consumer brands have the bandwidth or expertise to succeed outside their home market.

Our Solution: We help ambitious consumer brands expand to the North American market successfully. We are a boutique agency that acts as a natural extension of your team, providing expertise and know-how to achieve faster growth. We go beyond just sales, offering a holistic approach for long-term success.

Infrastructure

Our highly developed infrastructure includes a broad network of team members across geographic areas, know-how of services, technology platforms and contacts.



Global presence

Employees in more than 10 countries across Europe, United States, Mexico, Taiwan and China as well as representatives around the world and satellite offices surrounding our primary areas.

Worldwide network

Wide network base and strong relationships with carefully selected and well-established supply partners in key geographic areas.

International expertise

Over two decades of experience in internationalization with deep expertise in a variety of industries and cultural differences

Multilingual team

We speak Chinese, Japanese, Korean, French, Spanish, German, Russian, Lithuanian and English, and can work with most other languages.



North America Market Entry

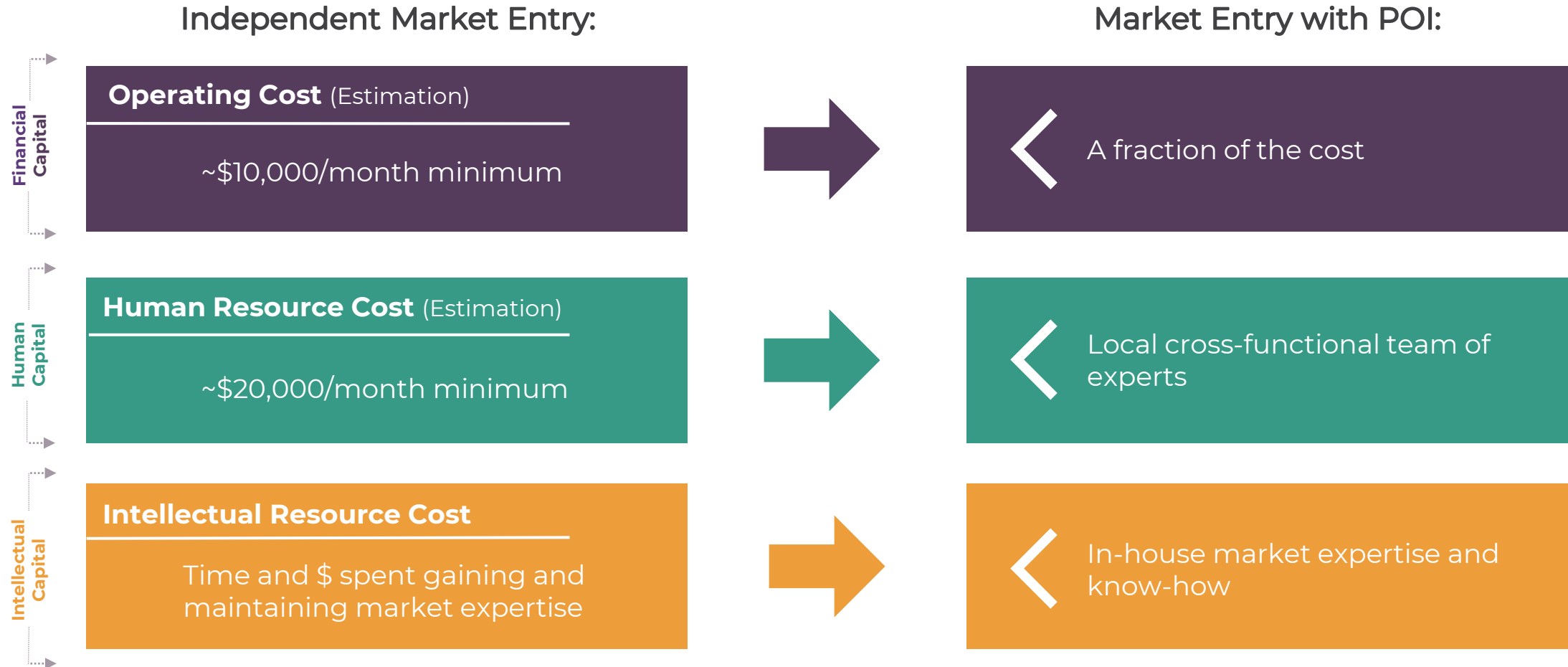
Our Approach

5-PHASE Market Entry Process



Grow Without the Investment Burden

Partnering with POI gives you the dedicated resources and local presence needed to grow without the investment burden of going it alone.

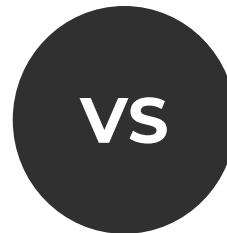


A Model that Benefits You

We benchmark ourselves against other types of market entry business models and have adapted our approach based on our 25 years of experience.

Broker Model

- ✓ Industry/market expertise
- ✗ Shared resources
- ✗ Shared risk
- ✗ Invested in your success



POI Model

- ✓ Industry/market expertise
- ✓ Shared resources
- ✓ Shared risk
- ✓ Invested in your success

Operational Resources

We provide ongoing operational support to help manage growth.

Logistics	Legal/Compliance	Financial	Performance
Supplier Setup	FDA/EPA Interface	Order Entry	Aftersales Support
Logistics Interface	Liability Insurance	Invoicing	Reporting
Delivery Interface	Importer of Record (IOR)	Collections	Periodic Strategy Reviews
Customs Brokerage Interface	DUNS#	Contract Negotiations	IT Integration & Automation Interface



Our Experience

Retail & Distribution Partners

On the shelves at over 7,000 retail locations



flatyz^o
Handmade decorative flat candles



au
ga



You&Oil



SNAIGĒ

Trusted By

Our Lithuanian clients

Case Study

AUGA Group

Challenge

In 2016, Auga launched a new line of organic food products with the goal to access and gain market share in the largest organic market in the world (U.S. and Canada).

POI Solution

- ✓ Attend largest trade shows in food industry
- ✓ Pursue all major grocery chains in US and Canada
- ✓ Choose direct to customer business model, skipping US warehousing / 3PL models
- ✓ Build strong network of brokers and distributors with key account connections

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Results / Outcome

- 🏆 Rapid growth achieved with branded & private label products in 3,500 North American stores
- 🏆 Started private label programs with two of the top four US grocery chains.
- 🏆 Increased 2020 sales by 458% YoY
- 🏆 US market consists of 36% of total global sales for Auga FMCGs

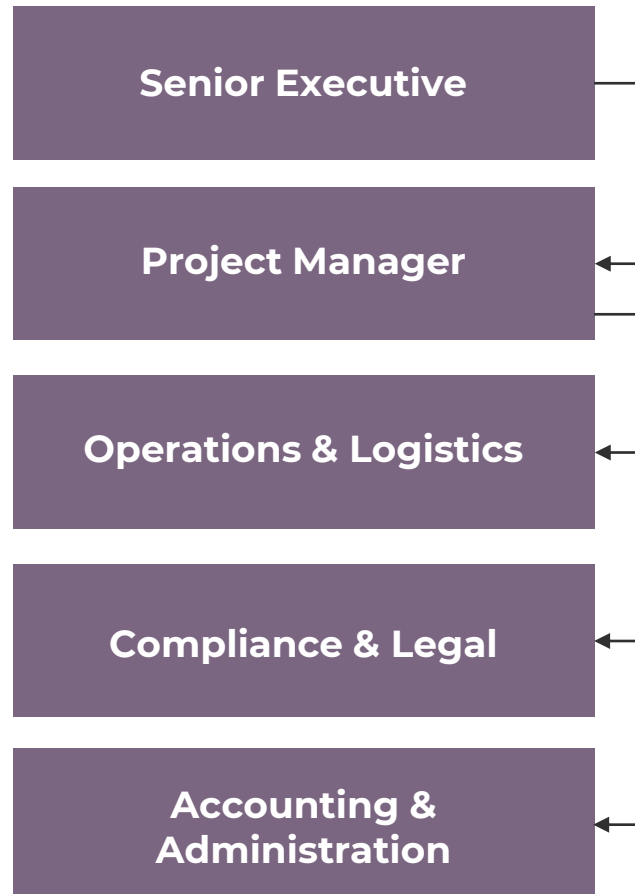


Your Team

Your Dedicated North America Team

Project team members will fill various roles to support our clients with successful market entry.

How the team will work with you



1. A **senior executive** will have ownership of the project, will be responsible for strategy development, its implementation and has ultimate responsibility for the success of the partnership.
2. For every new project, POI qualifies, hires, trains and manages a dedicated **project manager** whose primary goal is your success. The project manager will be your main point of contact.
3. Our **operations manager** will have the responsibility of all things related to the smooth functionality of all engagements including but not limited to integrations, automation, reporting and financing. Our in-house **logistics resources** work with you to develop the most economical and efficient logistics models for every sales channel pursued.
4. Our **compliance resources** are responsible for all compliance requirements, including but not limited to localizing product & packaging, managing certification requirements.
5. Our **administrative resources** provide support with financial transactions, taxation considerations, and contract review and negotiations.

Partnering With Us

Next Steps

We will provide a customized proposal upon having a full understanding of the scope of your needs.


Representatives worldwide and 5 regional
head offices on 3 continents

Contact Us for a Consultation



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Thank You

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