



# ELISON

IMPORT & EXPORT





# ELISON IMPORT & EXPORT





## COMPANY OVERVIEW

- The company **ELISON** IMPORT & EXPORT is a part of the international holding **ELISON GROUP**.
- We provide manufacturing and distribution companies with professional services for managing their foreign trade activities on worldwide marketplaces.

*«In business, growth is a must. Either you grow, or you go into circulation»*

*Michael Bloomberg, Bloomberg Inc.*



## REPRESENTATIVE OFFICES

- **ELISON** IMPORT & EXPORT has representative offices in more than 50 countries globally.
- The geographical scope of the business operations encompasses nearly all countries and continents.
- We hold strong positions in Europe, the countries of the former USSR, China, Southeast Asia, North America, and the Middle East.

*«You don't have to be great to start, but you have to start to become great»*

*Merab Elison (Elashvili)*

## KEY COMPETENCIES

- **ELISON** IMPORT & EXPORT has been successfully introducing introducing new brands to the global market for many years.
- Our team has extensive marketing experience in launching new brands and bringing them to global markets.

*«Business is a science that requires a quick response,  
but not rashly»*

*Merab Elison (Elashvili)*





## OUR PRIORITIES:

- Verified partners.
- Long-term relationships.
- Legal and commercial transparency in business.
- Working with worldwide manufacturers utilizing the most cutting-edge equipment, certified by worldwide quality standards for the HACCP and ISO 22000 systems.

*«Follow the customer, if they change, we change»*

*Terry Leahy, Tesco*

## OUR EXPERTISE

Key competency in introducing FMCG products to new markets.  
Industry knowledge combined with well-established relationships with distribution networks:

- Quickly and accurately assessing the target markets.
- Developing market entry strategies.
- Creating a marketing strategy for the promotion of new brands.
- Finding optimal partners-distributors.

*«Often we change as required. But it is always better to change yourself, realizing the need for change.»*

*Lee Scott, Walmart*



## WE OFFER



**MARKET ANALYSIS  
AND PRODUCT LAUNCH  
PLANNING**



**PLANNING OF NEW  
MARKET BRAND  
LAUNCH**



**FULL LEGAL  
SUPPORT**



**RESULTS  
ANALYSIS**

*«And in times of crisis, we must move forward. We will become new, even stronger company»*

*Howard Stringer, Sony*





# MARKET ANALYSIS AND PRODUCT LAUNCH

- Preliminary business consulting.
- Representation of the brand/company in the global or local market.
- Market analysis and profiling of the target audience in the selected country/region.
- Profiling and formulation of a set of recommendations to the manufacturer on product adaptation to local market peculiarities.
- Recommendations for customs regulations.
- Certification.

*«Consider the national and cultural characteristics of the consumer in different markets and in different social groups»*

*Alan G. Lafley, CEO Procter & Gamble*

# PLANNING OF NEW MARKET BRAND LAUNCH

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- Formulation of an entry strategy and format for the target market.
- Formation of sales architecture.
- Providing reliable distribution channels.
- Providing presentations to large retail chains.
- Development of pricing and communication policies.
- Advertising strategy and Public Relations, ATL and BTL events.
- Development of KPIs based on defined indicators and control of their implementation.
- Training for product managers and sales teams.
- Merchandising.
- International and warehouse logistics.

*«What begins with the head of the company, the strategic decisions of top management - must penetrate into the organization's soul, enter into its flesh and blood ...»*

*Lee Scott, Walmart*





## **FULL LEGAL SUPPORT**

- Negotiations Conduct.
- Signing Contracts and Agreements.
- Obtaining permits, product certification, preparation and submission of goods declarations, customs clearance...

*«Record all agreements in a written form»*

*Mark Moses*

## **RESULTS ANALYSIS**

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- Sales analysis of market.
- Evaluation of spent resources.
- Strategy adjustment.
- Implementation of marketing activities.

*«Make customers your like-minded partners»*

*Amancio Ortega, Inditex Group*



# MAIN DIRECTIONS



**ALCOHOLIC  
BEVERAGES**



**BEER,  
ENERGETIC DRINKS**



**WATER, LEMONADE,  
JUICE**



**COFFEE,  
TEA**



**GROCERY**



**CULINARY**



**NUTS AND  
DRIED FRUITS**



**CHIPS,  
CHOCOLATE**



**CHEESE AND  
DAIRY PRODUCTS**



**FISH, CAVIAR**



**PET FOOD**



**HOUSEHOLD  
PRODUCTS**



**DISPOSABLE  
TABLEWARE**



**HOUSEHOLD  
CHEMICALS**



**HYGIENE  
PRODUCTS**



**COSMETICS**

# WE WORK WITH MORE THAN 200 FMCG BRANDS



# WE WORK WITH MORE THAN 200 FMCG BRANDS



Snacks



Snacks



Food Product



GEORGIAN NATURAL PRODUCTS



Bakery



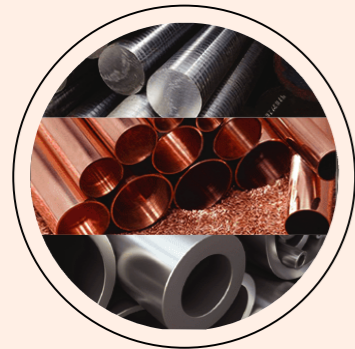
Bakery

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# TRADING WITH RAW MATERIALS



**METALS**



**COAL**



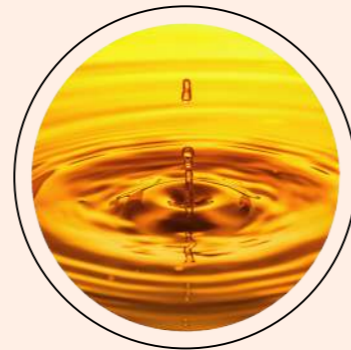
**WOOD**



**GRAINS**



**COFFEE**

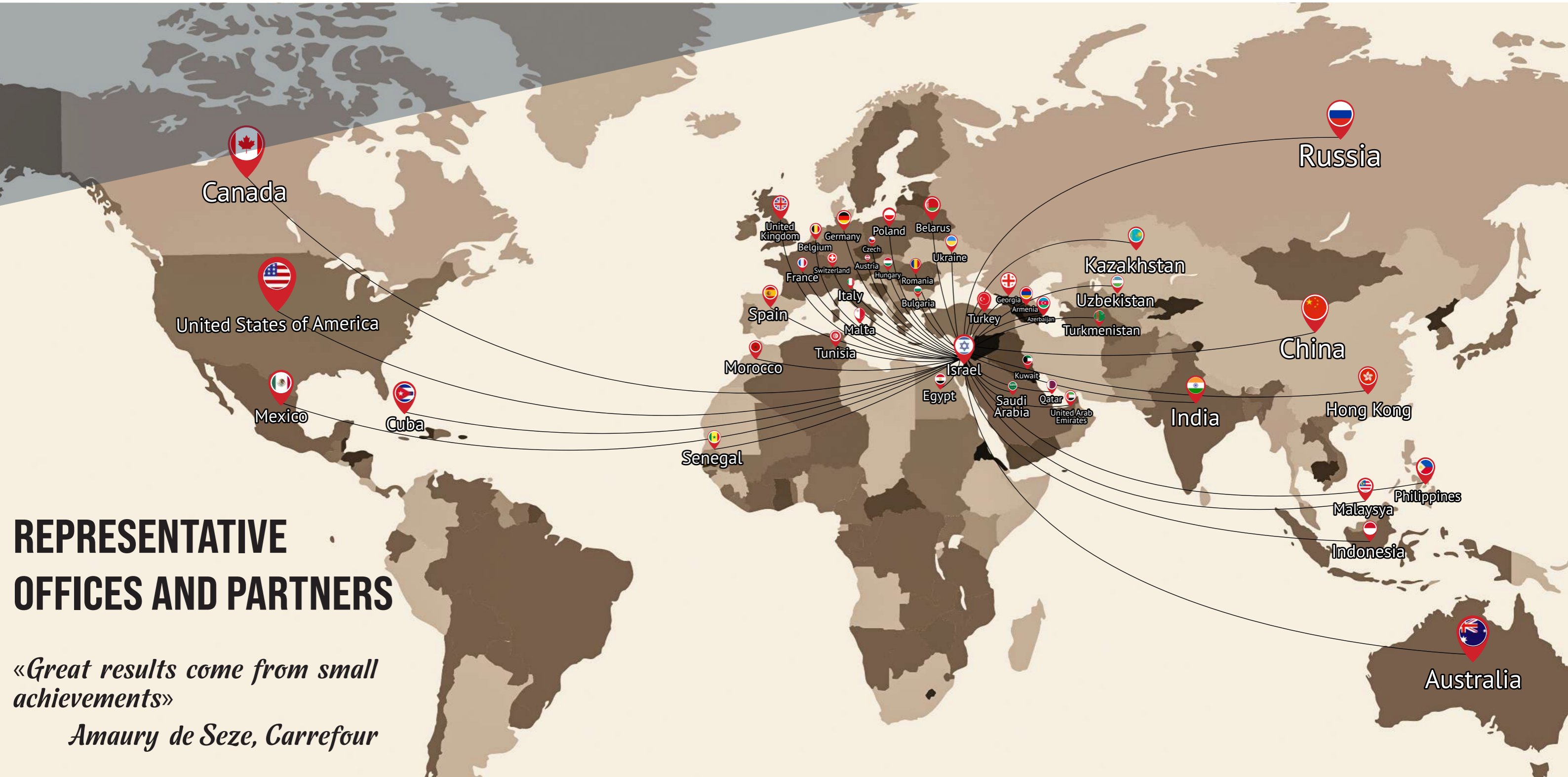


**OIL**

*«Trust your gut. We get prompts all the time from our "inner advisor"»*

*Mark Moses*





**REPRESENTATIVE  
OFFICES AND PARTNERS**

*«Great results come from small achievements»*

*Amaury de Seze, Carrefour*



**EXPERTISE  
EXPERIENCE  
RELIABLE PARTNERS**

**ELISON** IMPORT & EXPORT

*«Go ahead and be the first»*

## CONTACT US



### ADRESS

Menachem Begin Road 7,  
Gibor Sport House, 25 floor,  
Ramat Gan, 5268120, Israel



### PHONE NUMBER

+972 73 382 55 11



### EMAIL

[info@elison-group.com](mailto:info@elison-group.com)

