



PFC Norway as

Managing Director: Kristian Karlsen
 Box 3, 5724 Stanghelle, NORWAY
 tel: +47 9706 1900
 email: kristian@pfcnorway.com
 www.pfcnorway.com

PFC Poland Sp. z o.o.

Managing Director: Piotr Makuch
 ul. Zygmunta Krasinskiego 2/101,
 87-800 Wloclawek, POLAND
 tel/fax: +48 544 133 437
 mobile: +48 601 657 591
 email: pm@pfcpoland.com
 www.pfcpoland.com

PFC Finland Oy

Managing Director: Peter Tiitola
 Insinöörinkatu 30,
 33720 Tampere, FINLAND
 tel: +358 3357 8951
 fax: +358 3357 8957
 mobile: +358 40 733 4114
 email: tiitola@hauhau.com

PFC Baltic Oü

Managing Director: Kalle Kikson
 Mustamäe tee 44, 10621 Tallinn, ESTONIA
 tel: +372 5664 1136
 fax: +372 674 1988
 email: klikson@hauhau.com

INTRODUCTION



Pet Food Consulting Nordic Group was established to service growing demands of the pet industry around North Sea area.

In the countries currently belonging to the PFC Nordic Group there are over 30 million pets, excluding fish and horse segments, and the total turnover of the pet industry on this area is over 2 billion euros. The marketplace has had commercial pet product production and sales well over 100 years but not until establishment of the European Union did we see a start of very fast, complex development and specialization of our industry.

Past ten years changes in supply channels and logistics, chaining of the pet shops, merging discount shops and growing pet sections in the store shelves has forced the buying organizations to learn how pet business really work either by specializing on it themselves or asking for help: Understanding changing consumer behaviour in pet section of the shop has become a challenge and the end results can be very profitable if things are done right.

PFC Nordic Group is a first company of its kind in this marketplace due to the fact that we concentrate on various business solutions from customer standpoint instead of supplier standpoint. We are an independent group of industry professionals who can analyse needs of their customers without bias and find right business partners for products and services from number of available suppliers instead of being paid by one of them to push their products.

We analyze marketplaces, segments and channels carefully in each country and offer right product selections, private label or branded, for your needs. We negotiate prices and terms throughout the provider chain from start-up to the final product. After the product is on the market we act as a "watch dog" to assure best product quality and accurate timely service from all parties involved.

PFC Nordic Group is setting a standard to a modern business consulting in the exiting and growing pet industry around North Sea. Please join us to find out how we can profit your business offering full service one stop solutions.



PRIMARY SERVICES

1 Market Analysis

- Market data from AC Nielsen, Pet Industry Monitors, Government Reports and other relevant sources.
- Customized Market Research, such as consumer interviews and questioniers etc.
- Competitive Analysis on other suppliers and their products.

2 Product development

- Recipe and Raw Material Analysis and Selection.
- Technical Product Testing in credited independent laboratories.
- Consumer Behaviour Testing as well as Palatability Tests with pets in an independent environment.

3 Supplier Search, Selection and Negotiations

- Attending Tradeshows, Seminars and Conferences.
- Industry Buyer Guides and Trade Publications.
- Existing Supplier Networks, Trade Associations, Government info etc.
- Factory and Warehouse visits.
- Price and Term Negotiations.
- Quality Controls and Certificate verifying.
- Supplier Contract drafting.

4 Packaging development

- Design, Artwork, Line Drawings.
- Cliché Development and Pre-production Supplier selection.
- Packaging Supplier and Packaging selection (type, size etc.).
- Advertising Agencies (Designers), Translation Services etc.

5 Logistical Solutions

- Freight Partners' search, selection and negotiations.
- Packing and Stickering Services.
- Warehouse Hotel.
- Consolidations.

6 Customer Service and Follow-up

- Store and Space Planning.
- Buyer Services.
- Liaison in Supplier Chain and Supplier Monitoring (in-time deliveries, production procedures, order handling, packaging inventory etc.).
- Product Quality Control (laboratory analysis etc.).
- Corrections, texts, changes in packaging etc.
- Product Performance reviews.
- Market Development and Opportunities.
- New Product Development planning.

7 Supplier Representation

- Tradeshow Representation.
- Customer Search.
- Product Registration.
- Legal representation.
- Language Support.

8 Marketing Solutions

- Marketing Planning.
- Advertising Planning.
- Marketing Materials Development.
- Promotion/Action Ideas.

