

FICTIONAL CASE

INTERNATIONAL MARKETING



Happening Marketing 2023



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Fictional case: The information in this case is not all true and has been written for the sole purpose of providing discussion material.

FRIDAY, NOVEMBER 25

Celebration in the Firebarns offices. Pierre-Olivier, General Manager, and Claude, Logistics Manager, finalized the last preparations for the shipment of the first container of Firebarns products that leaves Quebec today for France. What a pride for the 100% Quebec company. After months of work, the company in full expansion has carved out a place for itself on the Quebec and Ontario markets. Now, it is France's turn to be seduced by Barney and its products.

FIREBARNS - HISTORY

Firebarns was created in 2015 by two Quebec City entrepreneurs, Frank Ménard and Pierre-Olivier Drouin. Two hot food enthusiasts with one idea in mind, to democratize hot sauce and make it accessible to everyone. Specialized in the manufacture of condiments, hot sauces, BBQ sauces, marinades and HACCP-accredited spices. In 2019, the company launched its successful line of BBQ sauces. In 2020, Firebarns experienced strong online success with the launch of the complete product line for making Bloody Caesar. In the same year, the company also opened a 100% automated production facility on the South Shore of Quebec City. This shift towards automation and industry 4.0 allows the company to be much more efficient in its production of hundreds of thousands of bottles that are distributed throughout Quebec.

Numerous products were then added to the offer, BBQ sauces prepared with superior quality ingredients, a Sriracha prepared with locally grown and factory-aged peppers, condiments perfect for the whole family as well as a range of spices inspired by the world.

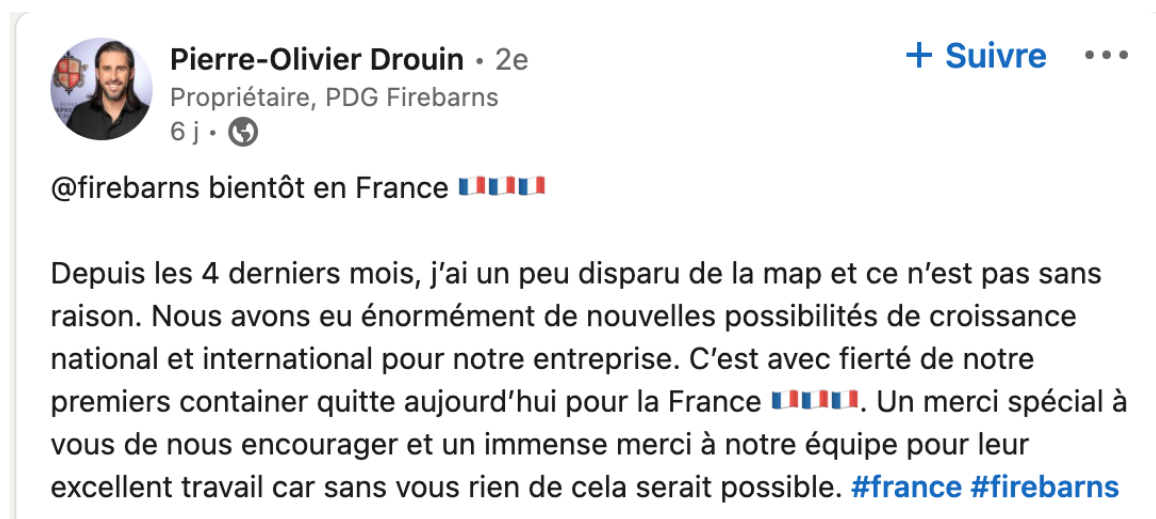
EXPORT STRATEGY

This strategy involves the organization using the capabilities, innovations and products of its home base in the different areas where it operates. Firebarns works through retailers, wholesalers and agents to sell their products. They also sell to restaurants and directly to online reviews.

MANDATE

Pierre-Olivier wishes to call upon your consulting team in order to be more committed to his customers in this new export market. He also mandates you to

support the expansion of Firebarns in France. He wishes to reach more distributors and wholesalers on the territory while increasing the number of products sold and diversifying the exported product offer. The main objective of Firebarns is to acquire more shares of the French market, both in B2B and B2C. PO would like to have an idea of the return on investment over a 3 year horizon. Firebarns is always looking for new ideas and is in constant evolution. The company wants to increase exports to France. In order to do this, the demand for products must increase and the company must continue to canvass distributors.



SOURCES

Les sauces Firebarns - Détails de exportateurs - Accueil - Trouver des produits - répertoire des membres - Les sauces Firebarns - Groupe Export agroalimentaire. (2022). Récupéré le 25 novembre à partir de : https://www.groupeexport.ca/fr/repertoire/fiche_entreprise/1762-les-sauces-firebarns

Histoire. (2022). Récupéré le 25 novembre à partir de. <https://firebarns.com/pages/histoire>