



# Cristian FAGADAR

OWNER

Euro Food Management Romania, [www.salesfood.eu](http://www.salesfood.eu)

<http://www.salesfood.eu>

## BILATERAL MEETINGS

(12.00p.m. - 4.00p.m.)

**DESCRIPTION** We are Euro Food Management Romania Agency with great experience in sales of Food (FMCG sector) to key accounts and big resellers on Romanian territory and Republic of Moldova. Our team has great expertise in B2B and consist of: Cristian IONITA, CEO , with 20 years practice in retail business (EN,FR) Cristian FAGADAR, administrator, with 20 years practice in sales and production (EN,FR) Dan BOUREANU , ASM Moldova ,with 20 years practice in retail and Food production (EN) Please accept my proposal to be represented by our company as sales commission Agency (find legal guidance for doing international business <http://www.intracen.org> ) Keep in mind that I offer to you sales to International Key Accounts located in Romania (more than 1700 shops) and big resellers. Targeting chains stores is useless through an intermediate company ,reseller or distributor company because of operational costs and difference in selling policy. If your products will be placed on IKA shelves by an reseller or distribution company this items will be expensive with 100% then origin and sales will be very low. For that purpose we established and register you Romanian Branch with minimum cost ,effort and time from your company. Your Romanian Branch will sell to All IKA chain stores and Big Resellers on Romanian + Republic of Moldova territory. Your goods can be branded , private label or bulk products . All contracts will be signed between clients and your Romanian Branch and logistic services will be provided by multinational companies (DELAMODE , Tibett

,Norbert- Dentressangle ). Big chains shops develop very fast in Romania (<http://ika.magazinulprogresiv.ro> ). Day after day are opened new shops .It is a market of about 10 billion euros yearly. Our targeted clients are Metro CC , Kaufland , Auchan, Carrefour, Selgros CC , Billa Rewe ,Cora Hypermarket ,Delhaize Mega Image, Lidl , Rewe Penny and Profi Rom Food meaning international key accounts (11 IKA chains stores). In Republic of Moldova chains are: Metro Cash&Carry, Kaufland, Fourchette, Linella,Unimarket, Green Hills and our company can manage the sales to this clients from Romanian Branch. Administrator of the Romanian Branch will be yourself and is legally in Romania Remember that starting with 1 June 2015 Romanian VAT=9% for all Food items. Romanian chain Nr of stores Metro CC 26 Selgros CC 20 Auchan 31 Kaufland 103 Billa 95 Cora 10 Mega Image SMK 203 Mega Image Shop&Go 224 Lidl 188 Penny 165 Carrefour HMK 28 Carrefour SPM 97 Profi 380 Agency commission depends on complexity of the project and is negotiable. Selling to Romania as Your Own Branch Sales commission 5% for Agency territory Romania + Moldova Clients IKA + resellers If you need a business plan please do not hesitate to request for it. A Brake Even Point on current costs can be offered by us after a strong survey of the market during the contract. All branded products will be sold to Romania (and Republic of Moldova) will be translated in Romanian ( and Hungarian Language at least). You and your team are welcome to Bucharest any time to know better each other and to talk about our business. Cristian Mihai FAGADAR Mobil +40724 525 484 [www.salesfood.eu](http://www.salesfood.eu)

**ORGANIZATION TYPE** Other,

**EMAIL** [efm.romania@gmail.com](mailto:efm.romania@gmail.com)

**COUNTRY** Romania

**AREAS OF ACTIVITIES** FOOD INDUSTRY

## Offer

### SALES TO ROMANIA+MOLDOVA

We are Euro Food Management Romania Agency with great experience in sales of Food (FMCG sector) to key accounts and big resellers on Romanian territory and Republic of Moldova.

Our team has great expertise in B2B and consist of:

Cristian IONITA,CEO , with 20 years practice in retail business (EN,FR)

Cristian FAGADAR, administrator, with 20 years practice in sales and production (EN,FR)

Dan BOUREANU , ASM Moldova ,with 20 years practice in retail and Food production (EN)

Please accept my proposal to be represented by our company as sales commission Agency (find legal guidance for doing international business <http://www.intracen.org> )

Keep in mind that I offer to you sales to International Key Accounts located in Romania (more than 1700 shops) and big resellers. Targeting chains stores is useless through an intermediate company ,reseller or distributor company because of operational costs and difference in selling policy.

If your products will be placed on IKA shelves by an reseller or distribution company this items will be expensive with 100% then origin and sales will be very low.

For that purpose we established and register you Romanian Branch with minimum cost ,effort and time from your company.

Your Romanian Branch will sell to All IKA chain stores and Big Resellers on Romanian + Republic of Moldova territory. Your goods can be branded , private label or bulk products .

All contracts will be signed between clients and your Romanian Branch and logistic services will be provided by multinational companies (DELAMODE , Tibett ,Norbert- Dentressangle ).

Big chains shops develop very fast in Romania (<http://ika.magazinulprogresiv.ro> ).

Day after day are opened new shops .It is a market of about 10 billion euros yearly.

Our targeted clients are Metro CC , Kaufland , Auchan, Carrefour, Selgros CC , Billa Rewe ,Cora Hypermarket ,Delhaize Mega Image, Lidl , Rewe Penny and Profi Rom Food meaning international key accounts (11 IKA chains stores).

In Republic of Moldova chains are: Metro Cash&Carry, Kaufland, Fourchette, Linella,Unimarket, Green Hills and our company can manage the sales to this clients from Romanian Branch.

Administrator of the Romanian Branch will be yourself and is legally in Romania

Remember that starting with 1 June 2015 Romanian VAT=9% for all Food items.

Romanian chain Nr of stores

Metro CC 26

Selgros CC 20

Auchan 31  
Kaufland 103  
Billa 95  
Cora 10  
Mega Image SMK 203  
Mega Image Shop&Go 224  
Lidl 188  
Penny 165  
Carrefour HMK 28  
Carrefour SPM 97  
Profi 380

Agency commission depends on complexity of the project and is negotiable.

Selling to Romania as Your Own Branch

Sales commission 5% for Agency

territory Romania + Moldova

Clients IKA + resellers

If you need a business plan please do not hesitate to request for it. A Break Even Point on current costs can be offered by us after a strong survey of the market during the contract. All branded products will be sold to Romania (and Republic of Moldova) will be translated in Romanian ( and Hungarian Language at least).

You and your team are welcome to Bucharest any time to know better each other and to talk about our business.

Cristian Mihai FAGADAR

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### **COOPERATION OFFERED**

1. Outsourcing co-operation
  2. Sales / Distribution
  3. Other
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