



Distribution of distinguished  
Niche Fragrance Brands in Germany

## PHILOSOPHY

Quality in the Niche segment  
To value and bring out the uniqueness of each brand

- **Quality in the Niche segment:**  
Be a partner for trade in offering very high quality Niche brands with high potential of growth. Trade partners can trust in orientation and good selection of the right Niche brands in a nowadays crowded Niche brands market.
- **Maximum attention to few brands:**  
Small Portfolio of Niche brands to offer maximum attention to establish each brand solidly in the German market.
- **Top selective trade partners:**  
Focus on very selective distribution and carefully chosen accounts offering a Niche Brand environment with high level of service and luxury reputation.  
Benefiting from an already existing network of solid relationships with selective trade partners.
- **Tailor made market entry strategy:**  
Selective distribution target including optionally additional focus on merchandising and space in POS, training of staff, POS activities and PR.
- **Long Term Growth:**  
Continuous focus on solid trade relationships with regular visits and excellent, reliable service as well as optionally marketing-activities to generate long term growth.

## SERVICES

- **Sales Agent:**  
for Niche Brands in the Luxury Niche Cosmetic market segment in Germany
- **Consulting:**  
Market Entry Strategy, Price Positioning, Assortment, Analysis of the Cosmetic Market and Competition
- **Marketing Activities:**  
Training, POS Activities, Merchandising/ Implementation of Fixtures, PR

### Terrain à Part

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