

THE SERVICES

Why?

To facilitate for a Brand to enter the US market – Ducks In a Row offer a complete market entry- and operation solution of Brand's US business.

It's a new business model where Brand has its own legal entity in the US – operated by us and thereby gets full control of its US business. There is no distributor involved anymore.

We are a one-stop-shop and below you find examples of our core services...

Market Entry & Operations:

- Project management.
- Market research, strategic business- and sales plans.
- Prepare compliance matters.
- Register and set up brand's own local company in US and other legal matters like register trademark, domain, name and logo.
- Set up Brand's dedicated US team - that will run the operation – according to brand's instructions – with full transparency.

Omni-channel sales:

- Each brand has its own Key Account Manager with P&L responsibility.
- Set up retail and wholesale organization.
- Set up online platform including store, product management and content.
- Ecommerce management, online store sales and -management.
- Sales order admin and management.
- Maintenance and development store design.
- Back office and customer service.

Fulfillment & Logistics:

- Supply chain operation including import to US or drop shipments from brand's warehouse in Europe.
- 3PL warehouse, pick & pack, storage, returns etc.
- Last mile delivery covering all of US.
- Accounting both financial and inventory.
- Controlling and KPI reporting

Marketing & Branding:

- Social media and influencers ,PR, communication-, branding- and marketing strategy and execution in collaboration with partner **Second Home PR** in Los Angeles.
 - Execution of marketing activities.
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