



International development strategy of *RAIDLIGHT*

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Executive summary

Company data

International development strategy

The launching of our product

Our communication strategy

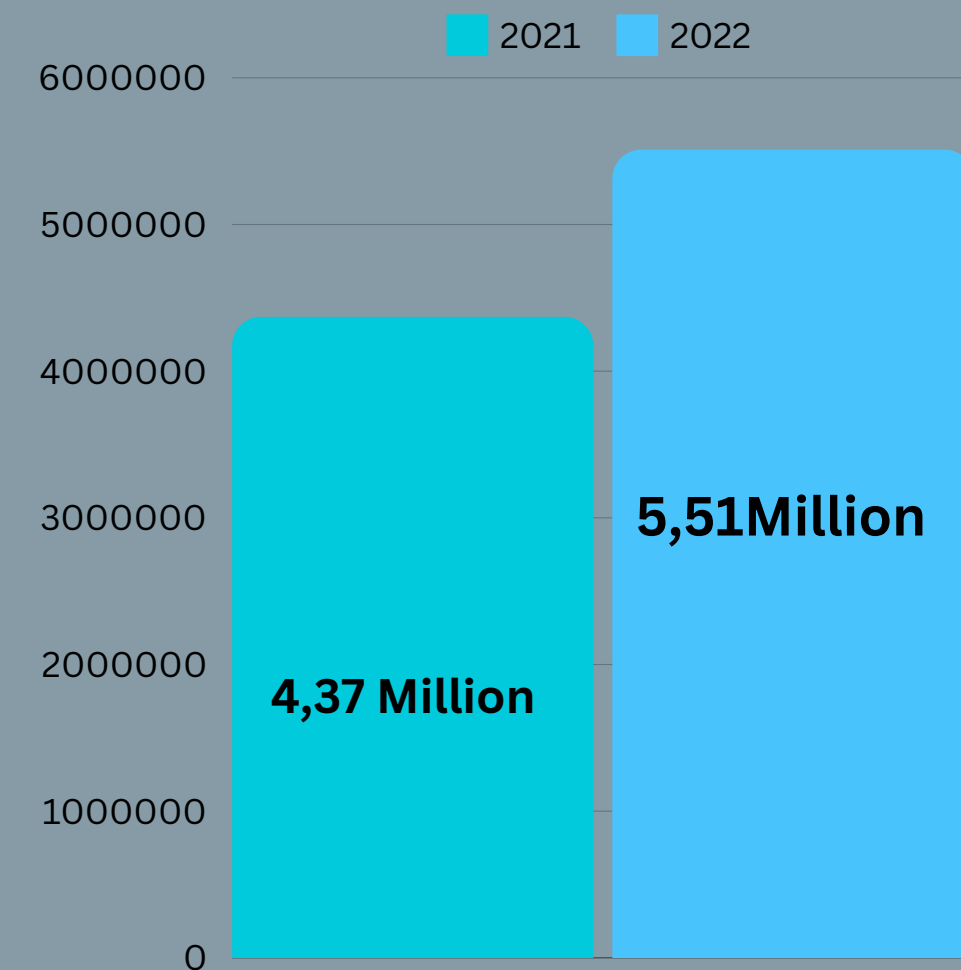
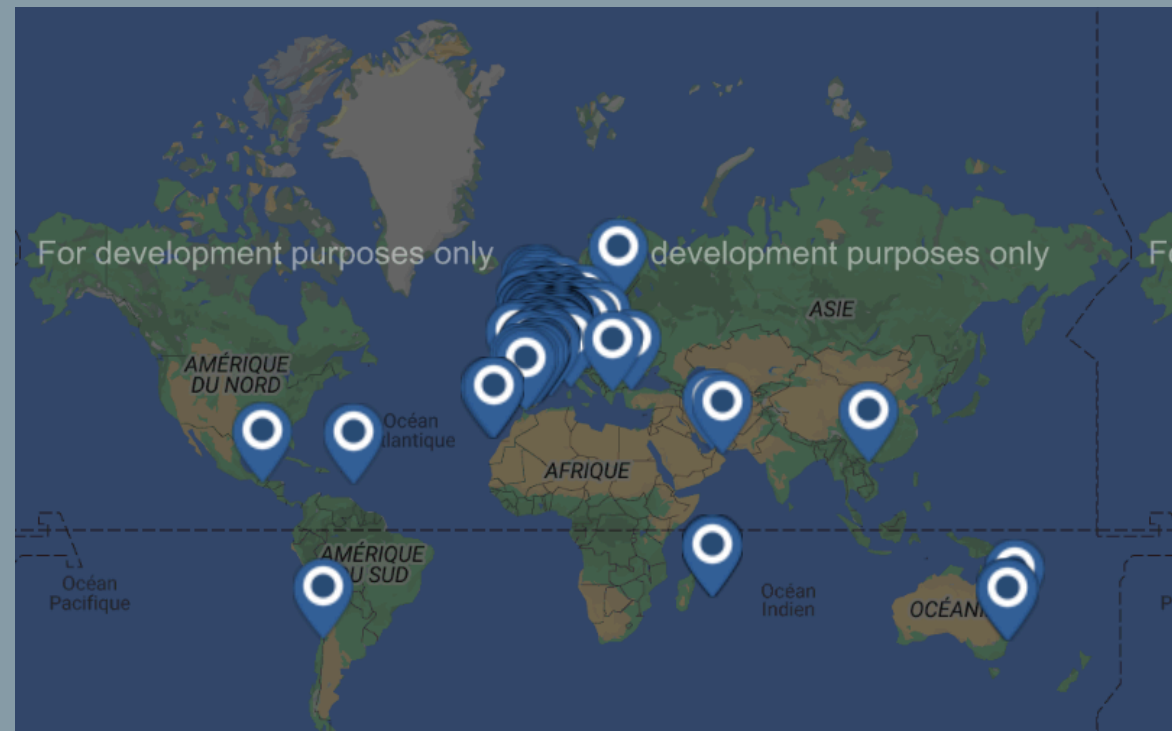
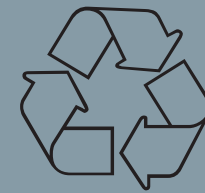
Our skimming prpduct strategy

Our indirect export

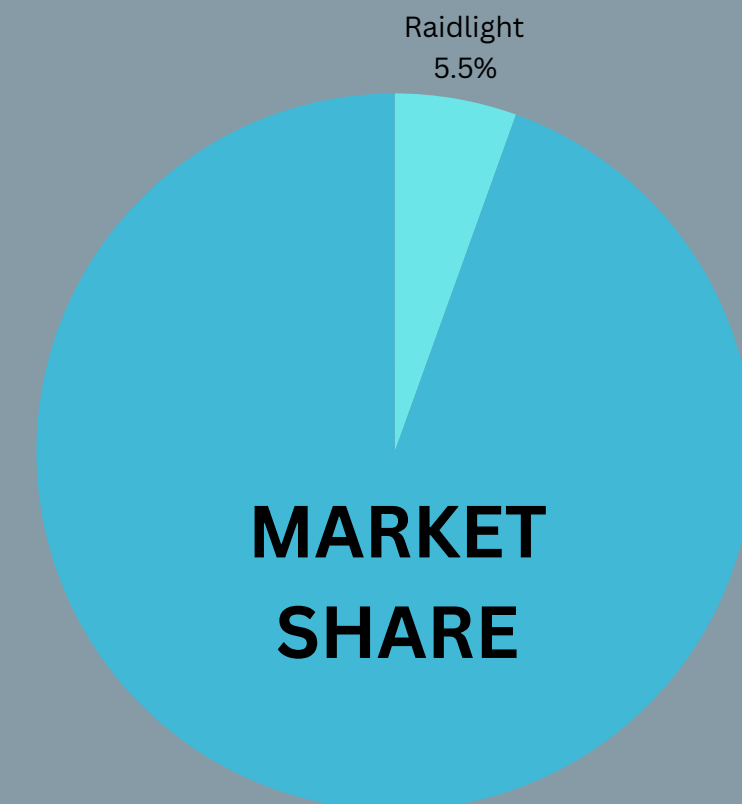
Company data

Offering :

- Light and performant trail equipments
- Made-in-France workshop
- Quality products
- Always more innovative solutions



+26,2% Turnover



Trail market in France 100M in 2022
94.5%

International development strategy

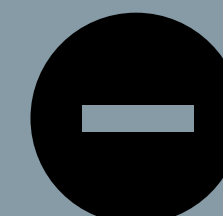
Scottish Hiking/Trail Market



Survey Trail Running UK 2022 **125,000** people in Scotland participate in trail running and mountain running at least **once a month**

Strong outdoor culture

Textile recycled plastics--> **minimizing** environmental impact SCOTTISH VALUES



Highly competitive, many well-established local and international brands

International development strategy

Exporting through intermediaries/Indirect exporting :



Minimize financial investment & operational complexities



Intermediaries handle tasks



Intermediaries possess better knowledge of the Scottish market

Sales method : through intermediaries



International development strategy



To Professional athletes and some outdoor activity amateurs our brand Raidlight, brings trail running equipment which will meet demanding needs of runners, in other words, resistant to all weather, duration and terrain.

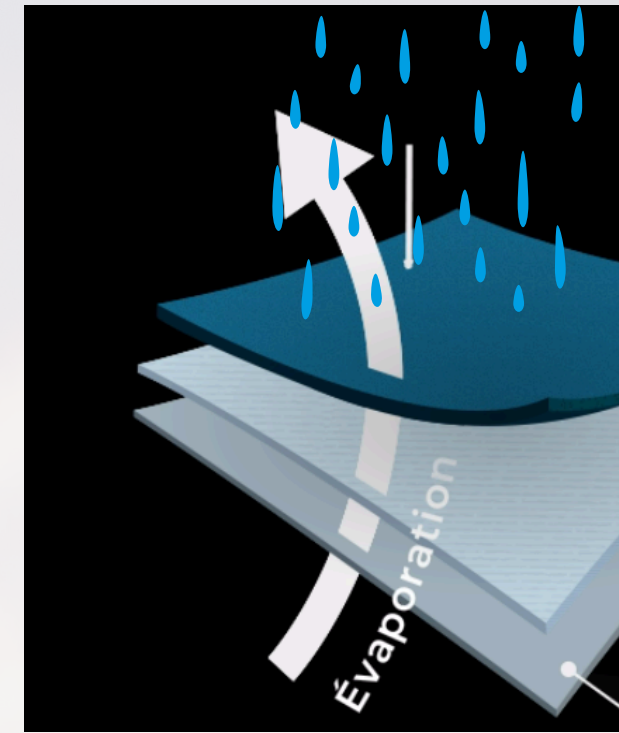
4p strategy : Product



**Ascendo ->High-Trail
MP+ 10K/10K**



**Explore
MP+ 10K/10K**



external fabrics

MP+ Membrane

inner mesh

4p strategy : Product

Competing offers

Hoka One One,
Salomon, Inov-8, et La
Sportiva



Brand launch period

Before the famous
Edinburgh marathon



Strategic choice

Glocalisation



4p strategy : Promotion

- Standardization
- Cognitive objective
- Explanatory tone



Go further, faster, and lighter

Targets



M/W

20-40 y.o

+ £ 30 000 /year
university studies

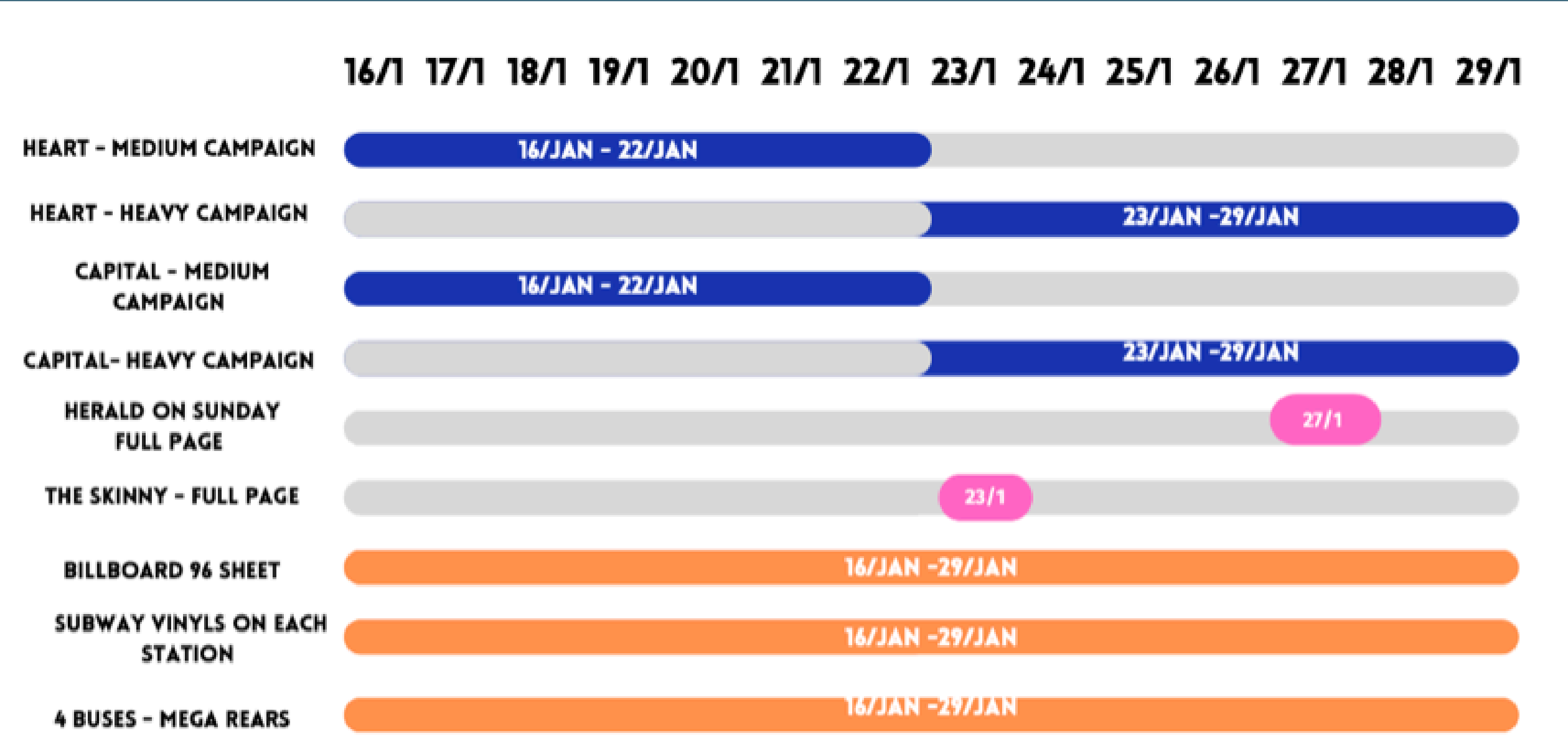





Influencer :

- seller
- sports coach
- family/friend
- famous runner

Our promise : The shoes resistant to all weather, duration and terrain.

Communication plan



 = RADIO
 = PRINT
 = OUT OF HOME PRINT

Example of advertising

FOR EDINBURGH MARATON RUN WITH

Raidlight

THE SHOES RESISTANT TO ALL WEATHER,
DURATION AND TERRAIN.



**SUNDAY
26 MAY
2024**
from 2 p.m.
to 7 p.m.

waterproof SHOES



GO FURTHER, FASTER, AND LIGHTER

waterproof SOCK





- subway
- bus stop
- sponsoring with event



Narrator : Conquering trails, pushing limits, that's the spirit of a true runner. But what if your shoes could keep up with your relentless pace, no matter the weather?

(Sound of splashing through water)

Narrator: Introducing the all-new Raidlight Imperator waterproof trail shoe! Partnering with the prestigious Edinburgh Marathon, Raidlight brings you the ultimate in off-road performance.

- heart radio
- capital radio

4p strategy : Price

Pricing method : **competition cost**

$$1,17\text{€} = 1\text{£}$$

$$169,90 \times 1,17 = 198,8 \text{ £}$$

199,95 £

Pricing strategy : **skimming**

**FREE
SHIPPING**

from 100£, free return
and delivery



4p strategy : Place

Direct selling : Website

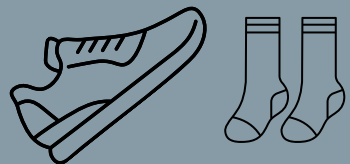
Indirect Selling : Distributor

- Access to a network of distributor
- Cost/risk reduction
- Improved customer service

The expectations of our target



Delivery 3 to 10 days

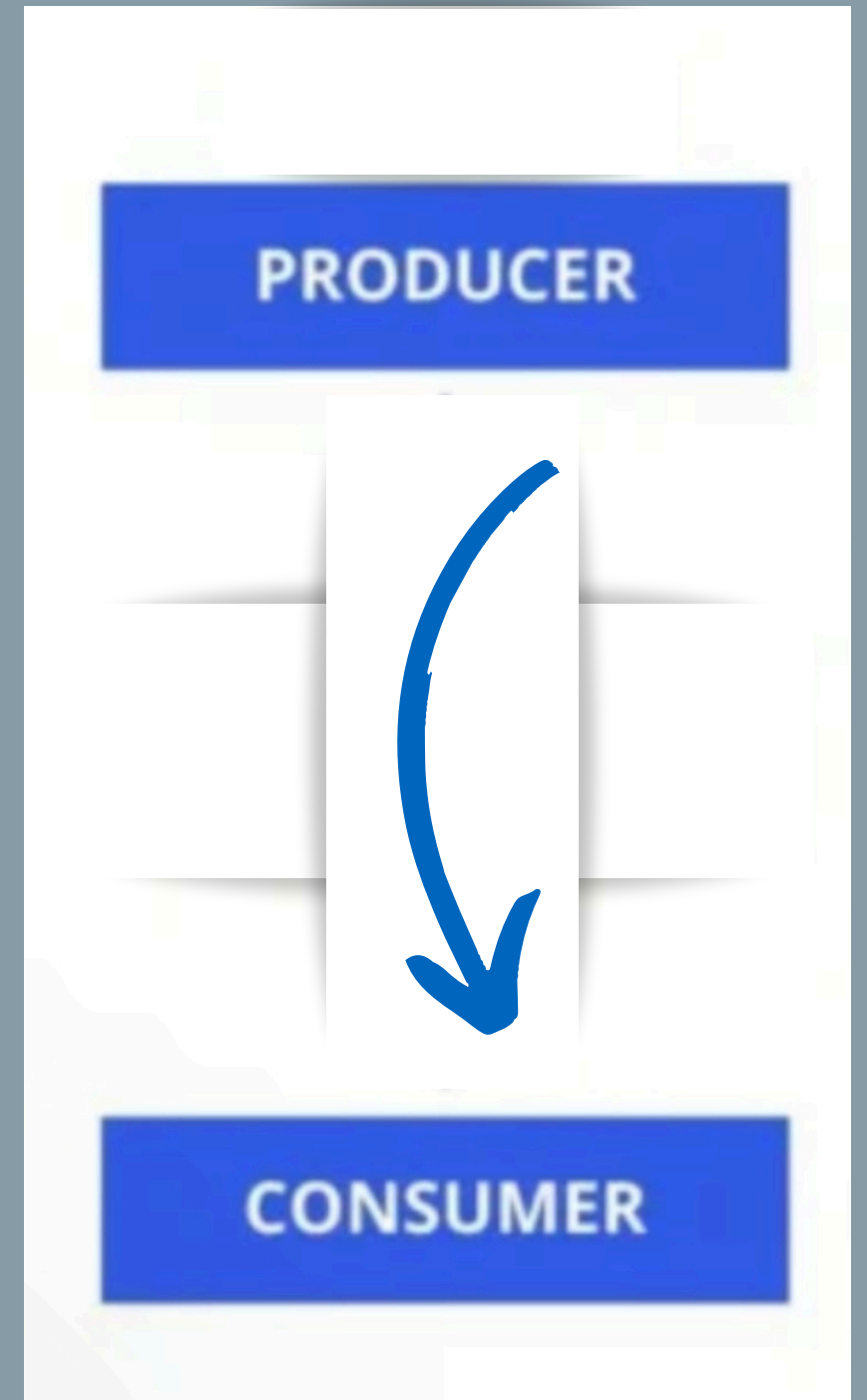
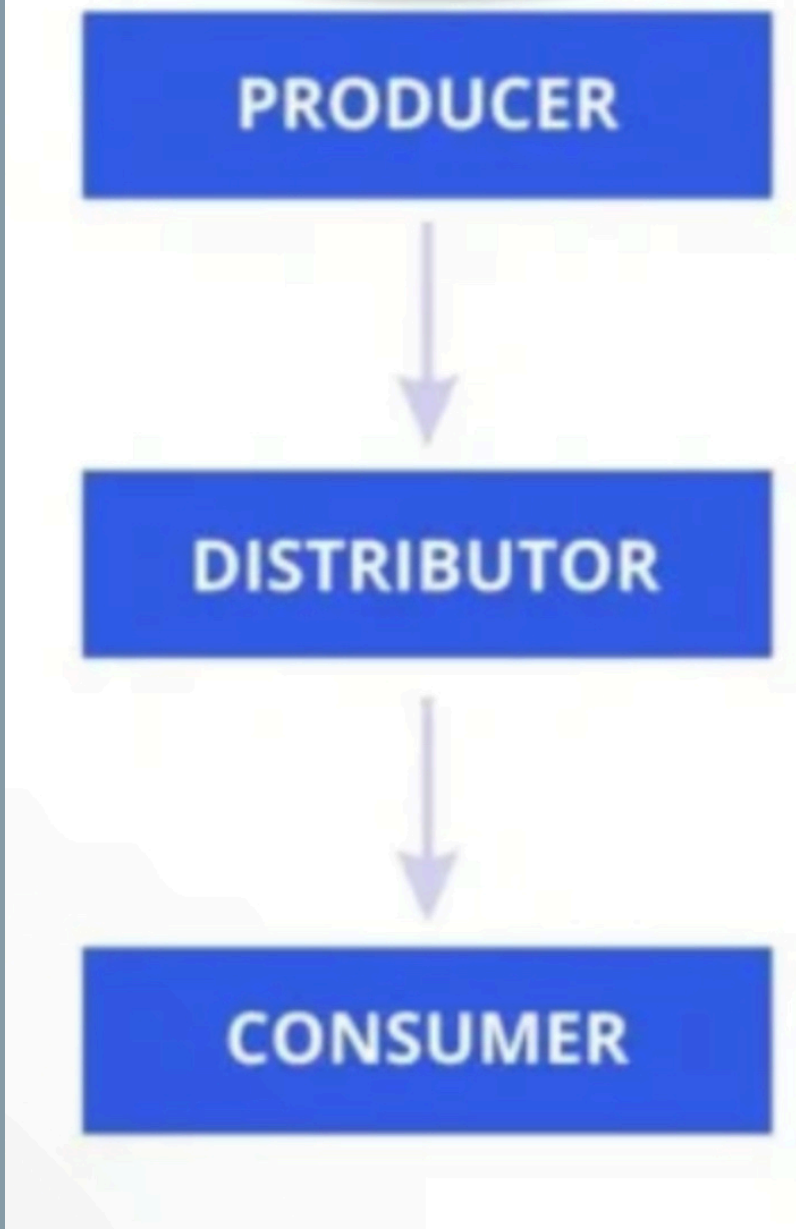


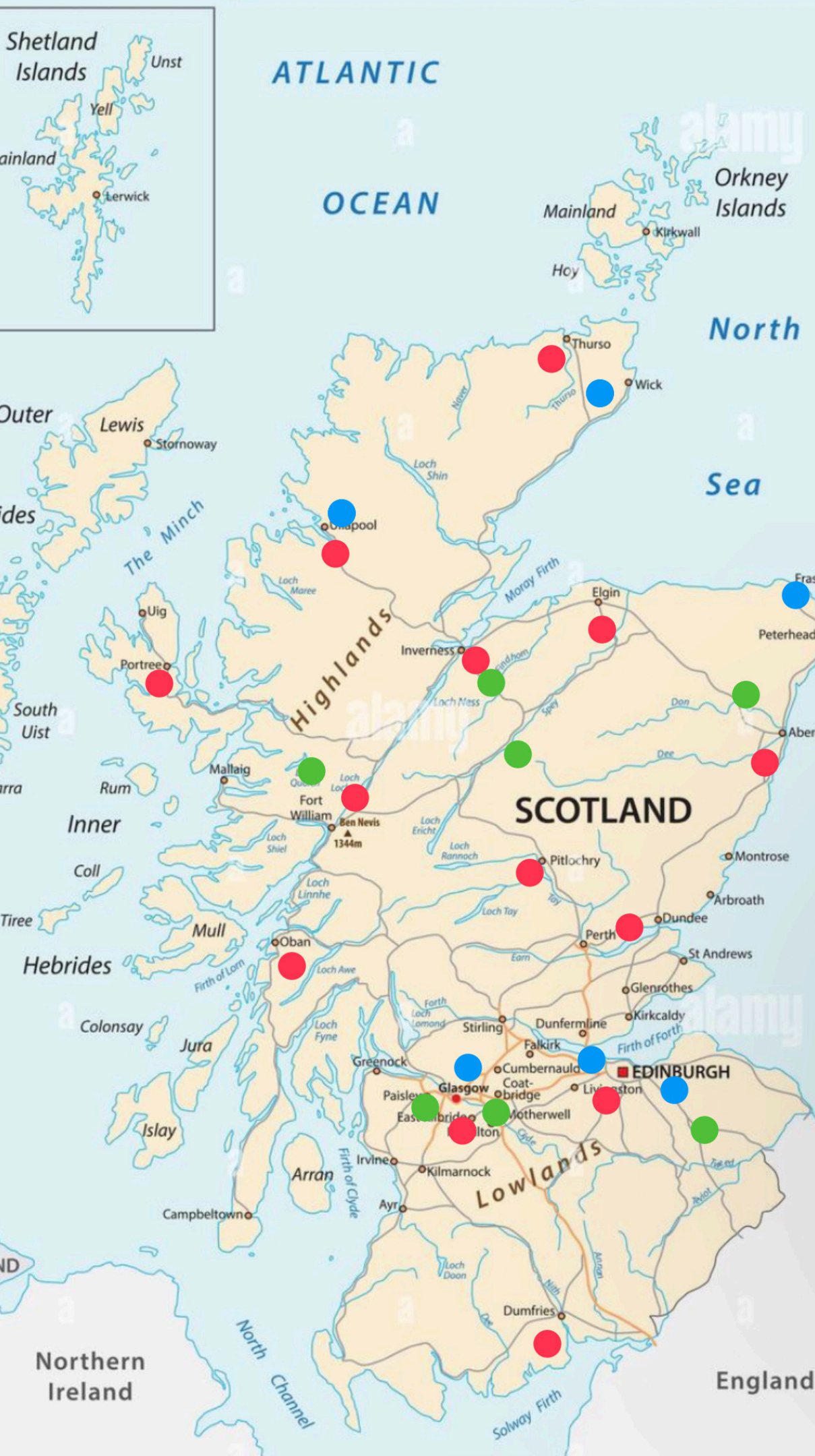
Narrow range

Service offered with distributor

stride analysis + dedicated route around the store + show impermeability with water

Short circuit

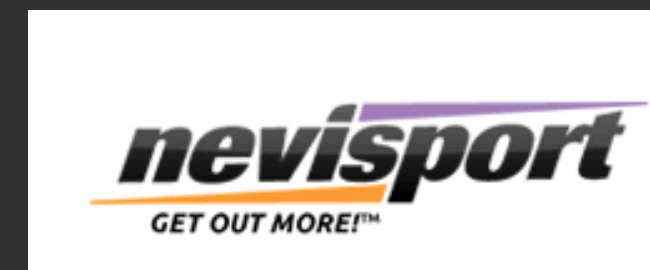




Ower retailers



6



7



13



In all the country

Conclusion



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THANK
YOU
for your attention

Do you have any questions ?