



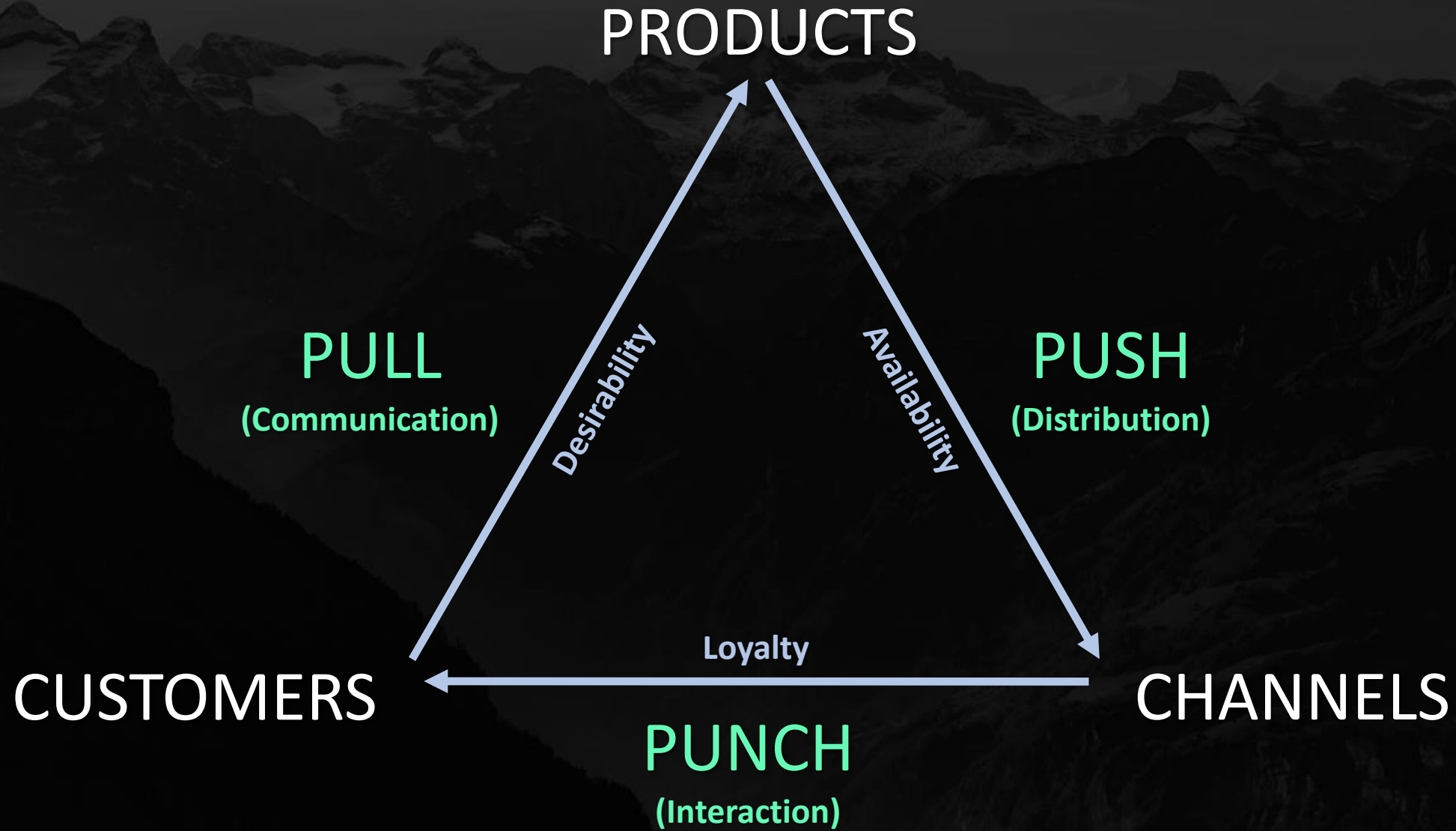
foinder

Using strategic and creative
thinking to help brands grow



We're a Swiss based commercial think-tank combining traditional marketing and sales experience with innovative out-of-the-box thinking and an insights-driven approach.

Using our “pull, push, punch” framework, we begin by understanding how brands are currently performing and then help identify new ways for them to grow.



We have specific domain expertise in the following areas:

- Optimise existing route-to-market for customer, product and channel segments, using appropriate marketing, trade marketing and sales activities to drive incremental growth.
- Find alternative routes-to-market to deliver incremental distribution beyond traditional channels in existing markets.
- Leverage analytics and modelling to extract insights from data.
- Build and assess new market-entry strategies, identifying challenges and opportunities.
- Create 3 to 5-year roadmap including planning, forecasting, optimising ROI and building proof points.



Our clients know that we're passionate about supporting their brands on their journey towards better growth and appreciate our lean and discreet ways of working.

They range from privately held global confectionery brands, major telecoms players, publicly listed industrial giants to freshly minted start-ups.

The logo for Foinder, featuring the word 'foinder' in a lowercase, sans-serif font. The letter 'o' is stylized with a magnifying glass icon over it.

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To find out more about how we can help grow your brands, just send us an email or give us a call:

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