

Partnering Opportunity

Profile status : Published

Business Request

A Finnish company is looking for suppliers of senior drivers' accessories

Summary

A Finnish company and driving academy is looking for an international supplier of car accessories for senior drivers under a distribution services or supplier agreement.

Creation Date	10 November 2020
Last Update	14 November 2020
Expiration Date	15 November 2021
Reference	BRFI20201110001

Details

Description

Established in 1996, the Finnish company operates in the traffic safety and driver's education field.

As the amount of senior drivers in Finland is growing, the company has noticed an increased demand for senior drivers' accessories. The accessories assist senior drivers in getting in and out of as well as operating the car. To meet the demand, the company is looking for international suppliers of senior drivers' accessories.

The ideal partner wants to develop a long-term relationship and co-operation with the Finnish company, who will be responsible for the distribution, promotion (product demonstrations) and sales of the partners' products in Finland.

The company is looking for a variety of products, including:

- night vision glasses
- seat belt grips
- head rest bars
- car caddies
- turn cushions
- car cane handles
- handy handles
- wedge seat cushions

The supplier should be able to provide at least a majority of the above products; any relevant additional offerings are a plus.

The company has only recently piloted its sales process and has projected 100-1000 potential customers locally but the customer base is expected to grow; the sales volumes and demand for products is projected to increase accordingly.

The types of cooperation considered by the Finnish company are: distribution services agreement and supplier agreement.

Advantages and innovations

The company has over 20 years of experience in the traffic safety and driver's education field, and a good reach to senior drivers in Finland. The company does not have many competitors in Finland for the senior driver customer segment.

Technical Specification or Expertise Sought

- Short and reliable delivery lead-time
- The products must be competitively priced, high quality, durable and meet relevant EU standards

Stage of development

Already on the market

Keywords

Market

05007003	Handicap aids
05010001	Safety for the elderly
07004008	Other consumer products
09004008	Other manufacturing (not elsewhere classified)

NACE

G.47.9.9	Other retail sale not in stores, stalls or markets
P.85.5.3	Driving school activities

Open for EOI: **Yes**

Dissemination

Relevant sector groups

Mobility
Retail

Client

Type and Size of Organisation Behind the Profile

Industry SME <= 10

Year Established

1996

Turnover

<1M

Already Engaged in Trans-National Cooperation

No

Languages Spoken

English
Finnish

Client Country

Finland

Partner Sought

Type and Role of Partner Sought

The partner's role is to supply products to the Finnish company, responsible for the sales and distribution of the product in Finland.

The supplier must be reliable and have a short delivery lead-time.

The types of partnership considered are: Distribution services agreement or Supplier agreement

The expectation of the Finnish company is that the partner can provide services on a long-term basis if cooperation proves successful.

Type and Size of Partner Sought

SME 11-50,SME <10,>500 MNE,251-500,SME 51-250,>500

Type of Partnership Considered

Supplier agreement
Distribution services agreement

Attachments



Product example: Seat belt grip

Ref: BRFI20201110001

Product example: Wedge cushion



Product example: Erecting grip



Product example: Head rest bar



Product example: Turn cushion



Product example: Car caddie



Product example: Handy bar