

CASE STUDY · 01 / DEAL SOURCING & INTRODUCTIONS

Neutron Oil — engine, transmission and hydraulic lubricants

Greece → Kenya · Industrial lubricants · <https://neutronoil.gr/>

THE BRIEF

A Greek lubricant manufacturer with a strong domestic footprint wanted a first foothold in East Africa without opening a subsidiary. The brief: build a resale channel across manufacturing, transport and agri-machinery, and ship a first container within six months.

WORKFLOW

- 01

Mapped 60+ resellers across three verticals; shortlisted 14 after margin and coverage checks.
- 02

Ran two on-the-ground demo weeks in Nairobi and Nakuru with fleet operators.
- 03

Handled KEBS product registration, HS-code confirmation and EAC customs pre-clearance.
- 04

Structured a DP payment flow with the buyer's bank for the first shipment.

OUTCOME

Channel built across manufacturing, transport and agri-machinery resellers. First 20-ft container shipped at month four, with a second confirmed order the following quarter.

KPIs

TIME TO FIRST SHIPMENT	ACTIVE RESELLERS SIGNED	VERTICALS COVERED
4 months	6	3

Client identity withheld under NDA where applicable. Additional references available on request during the consultation phase.