

CASE STUDY · 02 / DEAL SOURCING & INTRODUCTIONS

Mazzoni — professional scrubbers, sweepers and pressure systems

Italy → East Africa · Industrial cleaning machinery · <https://www.mazzonisrl.it>

THE BRIEF

An Italian machinery maker wanted a dual-market launch in Kenya and Uganda with a single exclusive partner per country. They needed sector-specific demos for facility management, food processing and logistics operators before signing anyone.

WORKFLOW

- 01** Pre-qualified 22 candidate distributors against service-capability and warehousing criteria.
- 02** Organised two demo days per country with live equipment shipped for the visit.
- 03** Negotiated exclusivity terms, spare-parts stocking and technician training commitments.
- 04** Drafted the distribution agreement and on-boarding checklist for each partner.

OUTCOME

Exclusive distributor appointed in each country within the quarter. First joint sales pipeline of 30+ end-user opportunities live at hand-over.

KPIs

COUNTRIES LAUNCHED	DISTRIBUTORS APPOINTED	PIPELINE AT HANDOVER
2	2 exclusive	30+

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