

Just Their Cup of Tea

An order from a prestigious new customer was the icing on the cake for fine bone china manufacturers Royal Crown Derby, following an English tea party at the British Embassy in Mexico supported by UK Trade & Investment.




Royal Crown Derby
MADE IN ENGLAND SINCE 1750

Fast facts

Company: Royal Crown Derby
Industry: Manufacturing
Target Market: Global
UKTI Service: Market Visit

Before 2000, the export strategy for the Royal Crown Derby's range of fine bone china had been driven by their parent company, Royal Doulton. Other brands within the group were often prioritised for overseas markets which meant that the majority of Royal Crown Derby's sales were concentrated in the UK. After a management buyout in 2000, managers at Royal Crown Derby became entirely responsible for their own export activity and were free to develop a global sales portfolio.

Develop your strategy

"Growth in overseas trade is a critical part of our strategy and we set ourselves an ambitious target of increasing the share of exports from 30% to 50% of total sales," explains Sales and Marketing Director Simon Willis. "The current economic climate in the UK makes success in export even more important."

"When you have limited resources, you have to choose what you do carefully," says Alison Peverley, Export Manager. "We have worked with UKTI over the years and we cherry pick those services that fit well with our strategy. For instance, trade shows are an important part of what we do and we have received support from UKTI to visit a variety of key exhibitions and events in places such as Paris, Frankfurt and Dubai."

Royal Crown Derby's International Trade Adviser is Gordon Binnie, "The company is now an experienced and successful exporter with a clear idea of priorities," he says. "Even so, accessing UKTI's range of services can often add considerable value. One of the most recent examples was the Explore Export event that was held in Coventry last November."

With over 50 market experts from around the globe on hand to provide one-to-one advice, it was an ideal opportunity for Simon and Alison to meet with commercial officers from British Embassies, High Commissions and Consulates to explore export opportunities.

Explore export opportunities

With a programme of seminars and several half-hour face to face appointments they were able to make essential contacts in the markets they were interested in pursuing.

"We found the event really useful," says Simon. "One-to-ones with embassy trade advisers are extremely valuable, and you can't get that on the internet!"

Within weeks of the event, the trade team from Mexico had invited Royal Crown Derby to participate in a tea party, in conjunction with Twining's Tea, at the British Embassy in Mexico City.

"The tea party was hosted by the Ambassador herself and special guests and prospective customers from across Mexico were sent invitations from the embassy." Alison continues, "With 12 tables with different pattern on each, we were able to display our full range in a wonderful setting and get our products in front of a specially selected audience."

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Showcase your brand

Simon adds, "As the last remaining great china house still to make 100% of its product in England, we are fiercely proud of our British made credentials. To participate in such a well themed and typically British event was an excellent opportunity to showcase our brand."

As a direct result, new connections were forged with potential stockists and a further visit to Mexico followed. Just six months after the tea party, Royal Crown Derby is now on sale in Mexico's premier upscale department store, El Palacio de Hierro, with the distinct possibility of further patterns being stocked in the not too distant future.

Says Alison, "The whole process worked well for us. From that initial contact with the UKTI commercial officer at the event in Coventry and their idea of the tea party, we've managed to secure a high profile customer in one of our prime target markets."

Gordon continues to support the Royal Crown Derby export team. "Having an international trade adviser to call on is important, whenever we need to contact him we can," explains Simon. "Gordon's made a real effort to understand our business and the experience he picks up from other companies is often very helpful. He sends us information when he thinks it's interesting and relevant - you never know where the next opportunity might come from."

Some 12 years after their establishment as an independent company emerging from the export shadows of Royal Doulton, itself a casualty of the global recession, Royal Crown Derby are well on their way to achieving their plans for international business growth. With export drives planned for the Middle East and China, the future for the Derby china manufacturer looks more than fine.

OMIS - Overseas Market Introduction Service

UKTI's Overseas Market Introduction Service is a flexible business tool which uses the expertise of our global trade teams to benefit your business.

The programme includes:

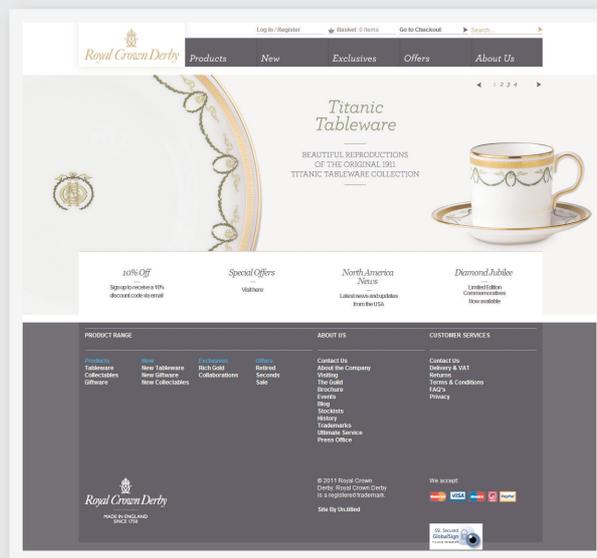
- Market, sector advice
- Analysis of market entry strategies
- Support during overseas visits
- Identification of possible business partners

Whether you're a first timer or an experienced exporter, OMIS can provide help at any stage - from initial research, to arranging a market visit or to using our contacts at embassies and high commissions across the world to help close a major deal.

For further information please call us on 0845 052 4001.

Fact File

Location: Derby
Employees: 205
Years trading: 262
Years exporting: 12
Markets: Global
UKTI service: Market Visit, Embassy Support



"Companies using the OMIS service between July 2009 and July 2010 expect to make, on average, an extra £330,000 of profit in the following 5 years."

Source: UKTI 'PIMS' research June 2010



UK Trade & Investment is the Government department that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.

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please visit: www.ukti.gov.uk**

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