



Mad For Garlic Market Entry Strategy First Steps: A BCW Case Study December 2013

Case

One of South Korea's most successful food concepts Mad For Garlic and their restaurant group Sun at Foods looked to expand their footprint beyond Asia and wanted assistance in identifying potential partners in North America and the Middle East. In particular, their management wanted to know the best model for market entry—recognizing that although the brand was successful in South Korea few outside the region would be aware of the Mad For Garlic name.

Solution

Our approach was to build brand awareness within the Food and Beverage (F&B) industry through targeted press releases and media articles.

We then began leveraging the press and media articles by sharing the Mad For Garlic concept with industry leaders—who might also be potential partners in the US and ME. In many cases, these conversations have led to frank discussions on how best to enter the US and ME market, while avoiding common pitfalls and costly missteps.

Outcome

As a result of our work, we immediately received widespread industry recognition. This included a number of high profile articles online and in print. Meanwhile we have identified several potential partners in both North America and the Middle East. This approach will allow our client to carefully consider viable options for their expansion along with weighing suggestions offered as a road-map for a successful market entry. The client is now proceeding with our recommendations and carefully considering next steps in their growth plan outside Asia.