

We're Daley Hub, your strategic growth partner.

Your secret to successfully
navigating the complex UK retail market.

Here are just a few of the brands we've helped achieve big things...



And here are others that we have great relationships with...



*You've got a great business.
And you want the UK to know about it.*

But entering the UK market comes with its own unique challenges.

From getting in front of the right buyer to dealing with strong competition in an already saturated sector, it's not always easy to conquer this powerful market.

Cultural
Differences

Intense
Competition

Brand Reputation
and Recognition

Complex nature
of UK retail

Market
Saturation

Regulatory
Compliance



Which is why you need a strategic growth partner

We're Daley Hub, your flexible workforce.

Our team will allow you to confidently navigate the complex UK retail sector and achieve seamless market entry.

A team with more than 50 years of experience in empowering suppliers to thrive in one of the world's most powerful markets, we're here to support you and bring about real change for your business.

Our team



Clive Daley

Founder
Principal Consultant Retail
& Supply Chain Expert



Kerry Daley

Founder
Principal Advisor, Retail
Strategy & Communication



Karl Thomas

Head of Consumer
Product



Paul Rumbell

Lean Manufacture
Specialist



King Tian

Shanghai Office
Associate Consultant



Nils Kernchin

Marketplace Expert

Thinking about selling into Europe's Online Marketplaces?

Nils Kernchen, former Marketplace Lead at ManoMano UK & Germany, helping brands understand the real opportunity behind marketplace success UK, and especially Europe.

Nils specialises in:

- Benchmarking your category across UK & EU marketplaces
- Identifying competitive gaps
- Building actionable 3-month strategies
- Guiding brands through the preparation phase before they invest in execution

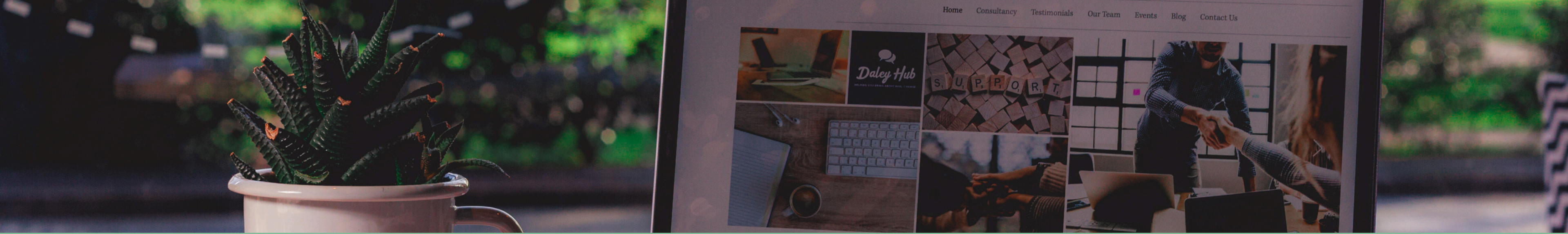
If Europe is on your roadmap, Nils will show you what's possible—and what's necessary.

Contact :- nils@daleyhub.com



Nils Kernchen
Marketplace Expert





Our approach is simple...

Discover

We quickly build a clear understanding of your business, ambitions, success measures, preferred pace of growth, and the opportunities you want to pursue or avoid

Develop

We assess market dynamics, your product, competitors and retailer expectations to identify achievable scale and define the actions needed to influence retailers and create incremental growth opportunities.

Deliver

We leverage our expertise, relationships and network to position your products effectively across UK and European retail, online and marketplace channels to build visibility and momentum.

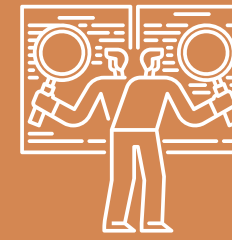
Decide

We create a structured retail strategy and growth roadmap, providing clarity and the ability to make decisions on scaling your business while managing risks with a sustainable long term commercial plan.

The Daley Hub approach

Product Benchmarking

Comparative positioning vs known relevant brands



Develop 3 to 12 month strategy



Store Research

Target retailers with the product entry offer



How we work

Compelling proposition

Reasons for the retail buyer - why would they want it?



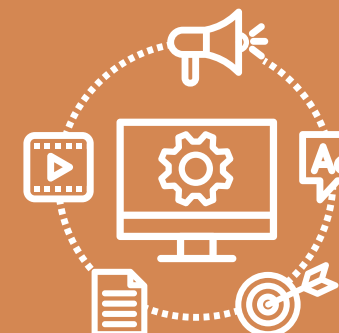
Industry insight

Meetings with knowledgeable buyers?



Marketing/PR

How do other brands talk about their products, where do they play?
Advice and guidance of whats required



We're here to help your business get UK retail ready...

We help support and advise on a wide range of business areas including:

Product support

- USPs
- consumer needs
- Amazon optimisation
- in-store merchandising and product training
- provide compelling reason to range

Distribution

- warehouse and logistics
- 3PL
- drop ship
- domestic supply

Brand expertise

- support on brand awareness PR
- create a brand plan
- devise a promotional calendar
- insights for a retail investment plan

Sustainable practices

- sustainability
- recycling
- ethical processes
- ethical returns solution

Financials

- financial status
- retail terms
- company stability
- scalability

Other business needs

- credibility of existing business
- retail partners
- proof of concept
- product returns management
- BSci / Sedex / Ecovardis

Our partners | critical toolkit

In-store merchandising and product training



Marketing/PR



3PL, Drop Ship, Distribution



Product Returns Management



Amazon Optimization



*We helped these guys
break into large retail...*

FurnitureClinic
Cleaning & Restoration for Leather, Fabric and Wood

Furniture Clinic manufacture and sell over three million products yearly to customers worldwide from their 50,000 sq ft factory based in Newcastle, UK. They have a really strong online business but wanted to launch into large retail.

We met with Ben at the Global DIY Summit in June 24 began working with his team in October 2024. We sit here now in December 2025 and we have launched in 6 retailers and others are in discussion.



LAKELAND

Dunelm

Robert Dyas

BAUHAUS

halfords



Daley Hub are very well connected and have great inroads into many large retailers in the UK. They are a pleasure to deal with, and I look forward to continuing the relationship."

Ben Staerck,
Managing Director,
Furniture Clinic



*and these guys from Finland
launch into the UK...*

We worked closely with founder, Mikko, to launch the brands to the UK market, securing so far Halfords & B&Q Tradepoint partnership.

The business owns brands including building renovation brand 'WTF', World's Toughest Fix, and QUICKLOADER, that sells a range of straps and bungees for bikes, wanting to replicate its success in Finland over here in the UK.



**FAST
TOUGH
SAFE**



here's how we helped American brand CRC break into UK large retail

Within just 7 months of working with the team, we have secured onboarding with Screwfix and Halfords.

CRC had predominantly played in the specialist arena and not in large retail. Even with great product and a great brand if the story is not there and the proposition is not right for the retailer you get left behind. This was essential for this product area as there is one clear market leader in this field.

We thought carefully about what the buyer would want to achieve with essentially a new player, being agile and hungry and a willingness to try something new with some unique product also available, we created a compelling proposition that was hard to refuse.



It was a pleasure to launch these guys from France into Dobbies

We worked closely with Thierry to launch the brand into the UK market, securing so far Dobbies Garden Centre in store summer 2025 with a full range going in again for 2026.

This long standing brand had found it challenging to gain access to the UK market and had not been successful on a few occasions.

We worked closely with Thierry and the team. We drew on their experience and importantly demonstrated the differences and strong attributes this European manufactured range had. We found a logistics solution that worked for everyone, and within a few months of approaching the retailer secured in store ranging.

We love seeing the product on the shelf!



By Trigano

And here's what some of our other clients have to say about us...

Daley Hub has impressed us with their **deep understanding of our business and the UK market**, and their ability to convert an unknown brand into finding the right market gap has been invaluable."

Andreas Härnlöv,
Alfort, Head of International Sales



Working with people that share similar values, smile easily and who are **very driven** are the best kind - Clive and the team is exactly that!"

Mikko Ikonen
CEO at Rakennuskemia
WTF



Daley Hub are **like a Swiss army knife**, they have so many features that your team can enjoy - coaching, management, entertainment, speaking - our teams were lucky to appreciate all of these qualities."

Christian Raison
Founder,
Mano Mano Fr



What else do you need to know about us?

Are you a sales agency?

We are so much more! We open doors, and we keep them open. When we work with your business, we will become an extension of your senior team, supporting you as and when you need it. Having been both a supplier and retailer, we understand both sides, and we know how to engage retailers to get the best results.

What's your strategy if the retailer says no?

We don't take 'no' as a final answer. We have those 'uncomfortable' conversations with retailers on your behalf, asking those difficult questions so we can find an alternative avenue to get the result you're looking for. We give them a reason to come back to you – it's a 'no' for now, not a 'never'.

How do you choose who to work with?

We know what makes retailers tick. We know exactly what they're looking for, so we always love to see a business with an interesting, inspiring and innovative story, but also those that have great company values.

For more information, visit daleyhub.com



And here's how you support what we do...

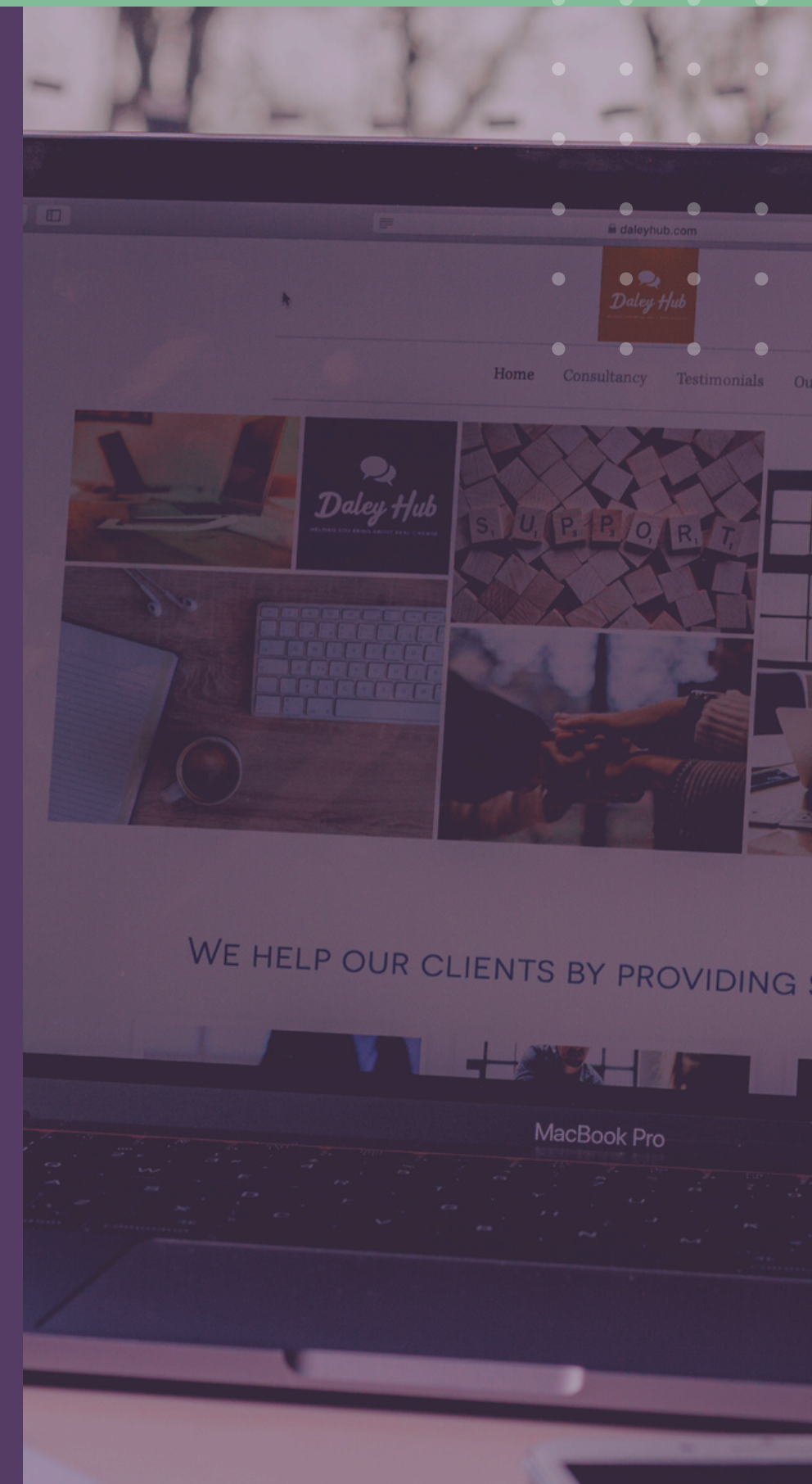
Our time

Management fee between
£2,000 - £4,000 per month
+ 5% commission (and any
expenses agreed in advance)

Additional 'partner' activity

We also provide additional
support on a range of additional
activity including:

- Amazon selling optimisation
- in-store product management,
maintenance and/or training
- returns management (refurb
and resell)
- storage and delivery
- marketing and PR activity



Let's chat!



theteam@daleyhub.com



07515 000643



www.daleyhub.com