



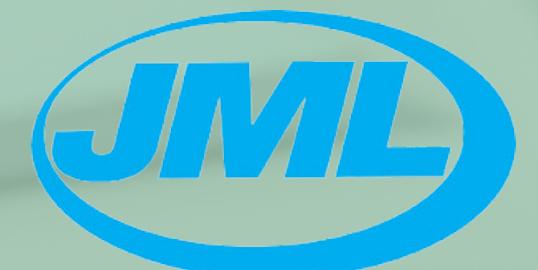
*We're Daley Hub, your strategic growth partner.*

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

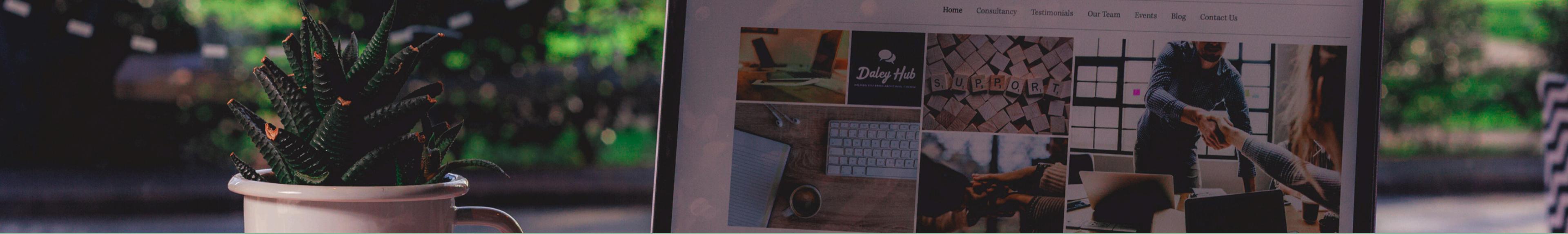
If Europe is on your roadmap, Nils will show you what's possible—and what's necessary.

Contact :- [nils@daleyhub.com](mailto: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

Develop 3 to 12 month strategy



## Compelling proposition

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



## Marketing/PR

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



## Product Benchmarking

Comparative positioning vs known relevant brands



## Store Research

Target retailers with the product entry offer



## How we work

## Industry insight

Meetings with knowledgeable buyers?



# 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...*



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**

Robert Dyas

**Dunelm**

**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."

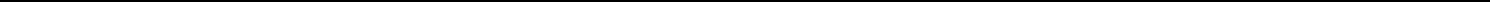
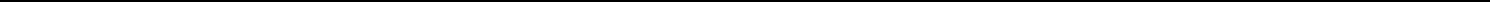
**Ben Staerck,  
Managing Director,  
Furniture Clinic**



# 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.



# *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!



# *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 Raisson  
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.

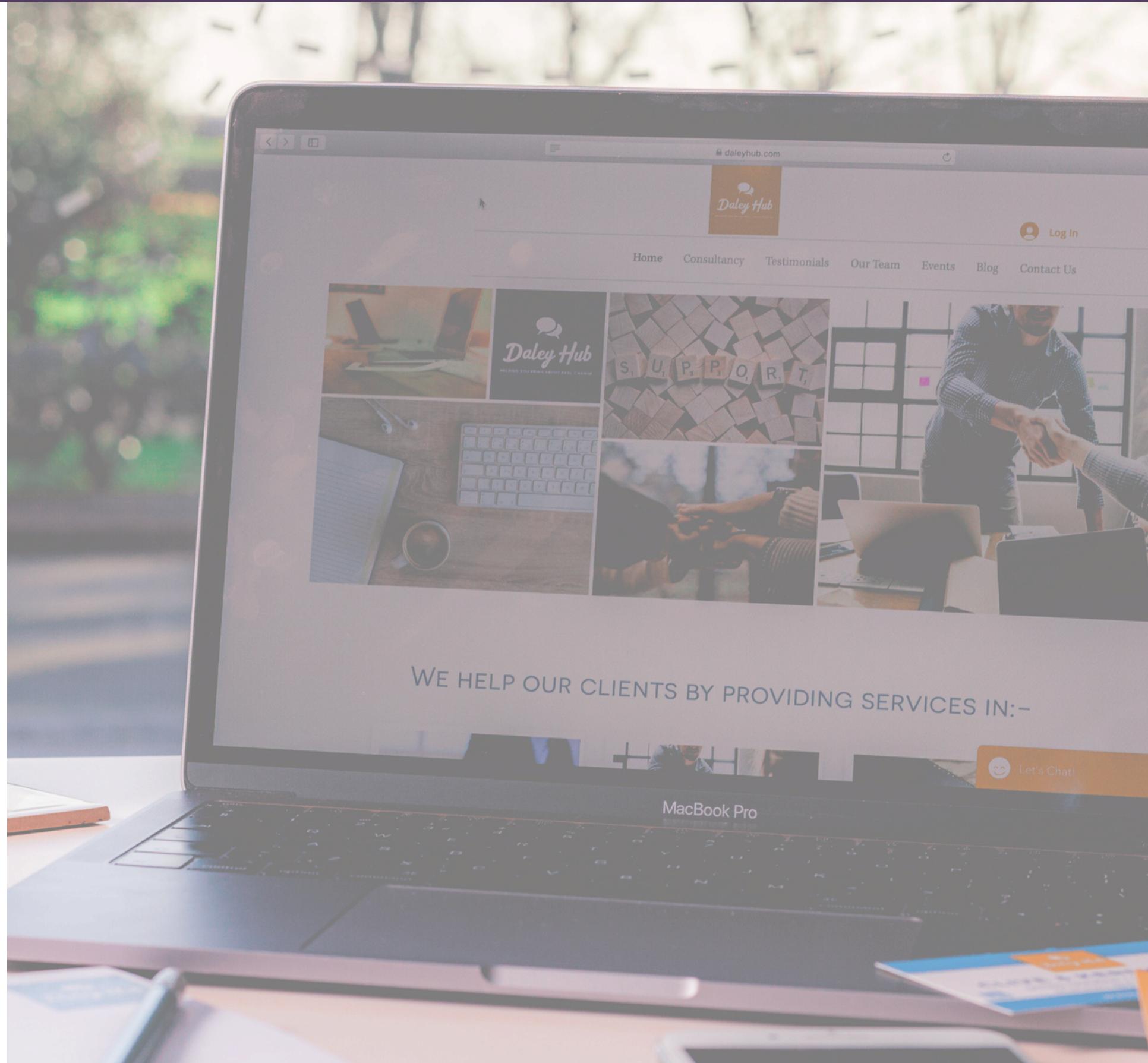
## **What's your strategy if the retailer says no?**

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](http://daleyhub.com)**



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

## Our time

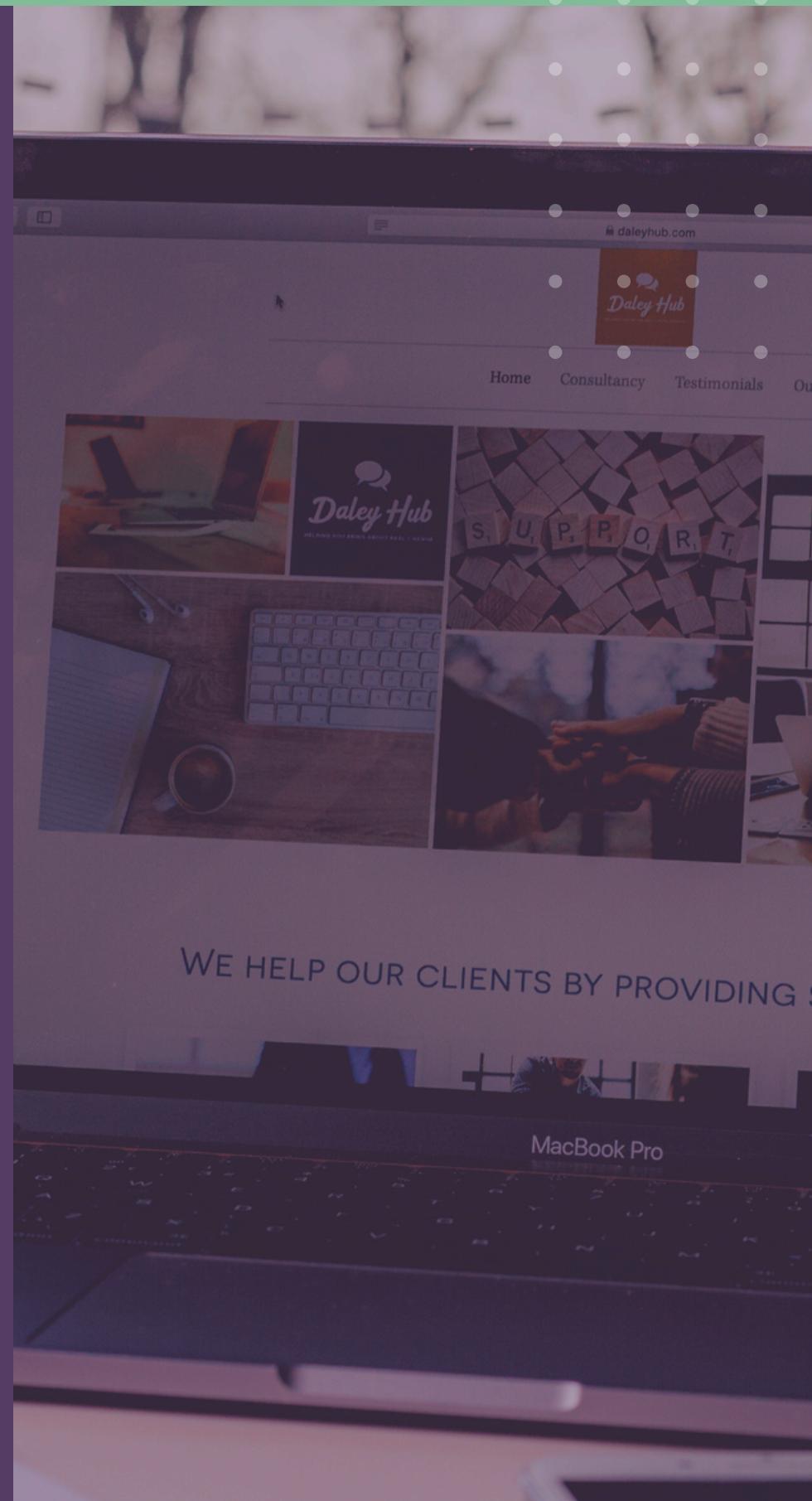
Management fee between  
£2,000 - £4,000 per month

+ 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!*



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