

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

Your secret to successfully  
navigating the complex UK 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

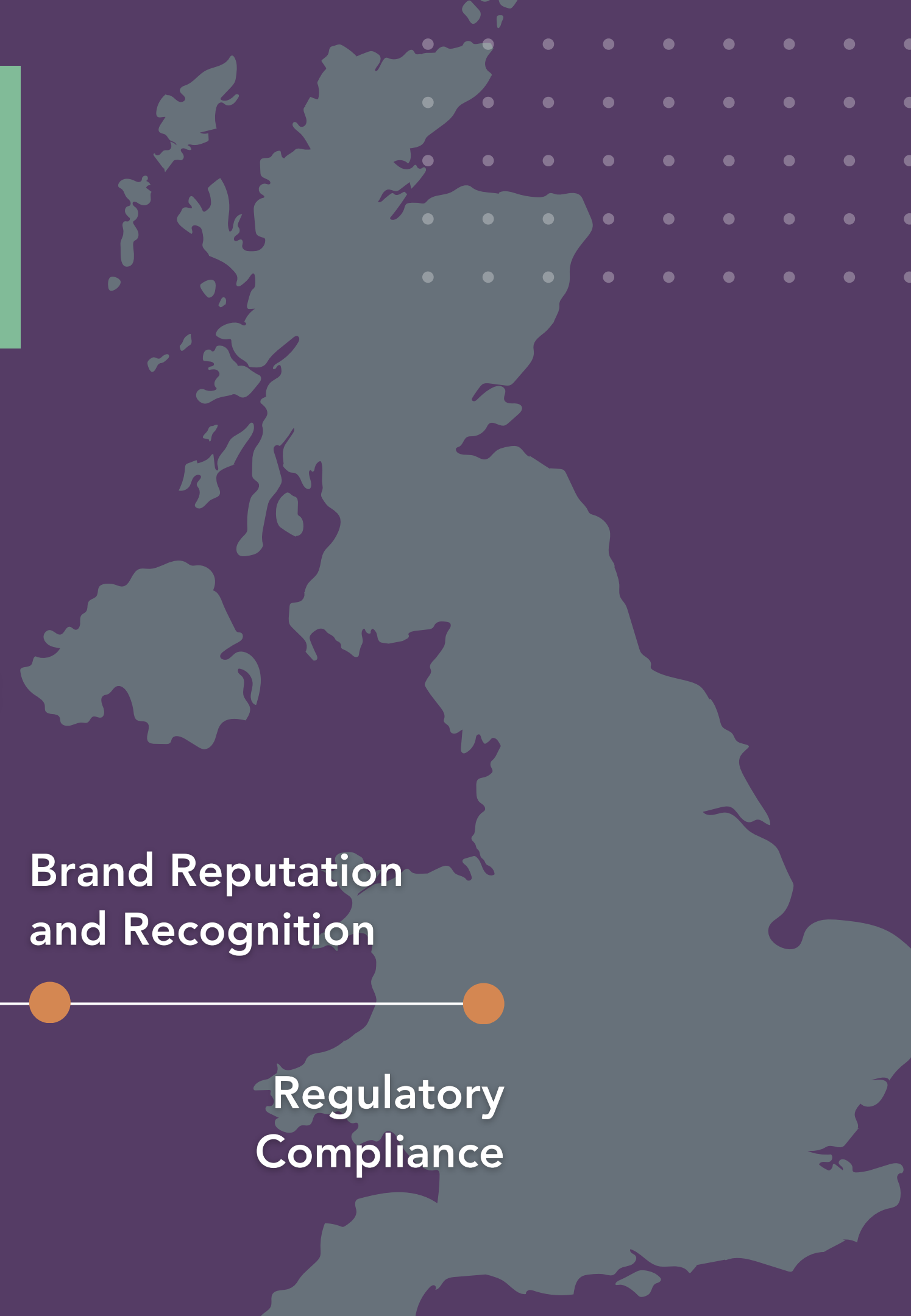
Intense  
Competition

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



**Charles Powiesnik**  
Head of Retail



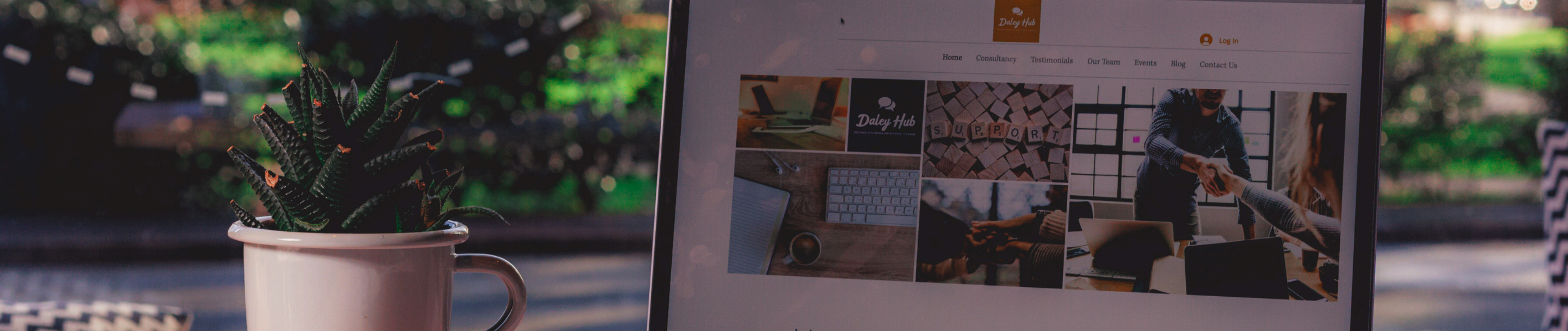
**Nils Kernchin**  
Marketplace Expert



**King Tian**

Shanghai Office  
Associate Consultant





## *Our approach is simple...*

### *Discover*

We listen, we learn.  
You tell us about your  
business and your goals  
and we devise a strategy  
to help you achieve them.

### *Develop*

We know what needs to  
be done to get your products  
in front of the right people.  
From PR to online, we develop  
a distribution strategy to ensure  
efficiency across all channels.

### *Deliver*

And we don't stop there.  
We manage the end to end  
product lifecycle, everything  
from product content to  
training, customer feedback  
and much more, to ensure  
you get the desired results.

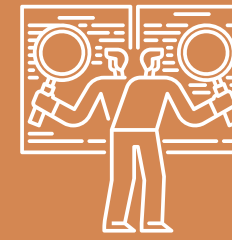




# The Daley Hub approach

## 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?





# And our strategy supports you...

## RETAIL INSIGHT

We impart our 50 years of knowledge in retail, supply, product and manufacturing to launch and grow businesses globally.

### **We can support on a wide range of tasks including:**

- researching the market
- benchmarking including product fit, competition and proposition
- understanding UK market interest
- and assessing ESG credentials

## STRATEGY BUILD AND REVIEW

Our experts complete a comprehensive review and audit of your processes, culture and collateral to paint a detailed picture of your business, evaluating your readiness for market and commercial viability.

### **This includes:**

- building a 3-5 year market strategy
- helping to provide supply chain resilience including inventory and supply chain advice
- and capability and scalability gap analysis

## OPERATIONAL INFRASTRUCTURE

We can support your needs via our extensive network of partner resources, including:

- PR
- sales support and aftersales
- logistic operations including drop-shipping to large scale deliveries
- sustainable refurb/resale returns processing
- cost recovery systems
- Amazon optimisation
- and in-store merchandising

## RETAILER & PARTNER INTRODUCTIONS

We have an extensive network of professionals that we can introduce you to, helping to dramatically shorten your time to market.

### **We can:**

- leverage our strong retail buyer connections to access both in-store and online ranging
- conduct effective pilot improvements and scale them for fast results
- support with commercial negotiations with buyers and third-party service providers

## ONGOING SUPPORT

We can support your business by providing a flexible resource or dedicated, 24/7 team depending on your needs.

### **We can:**

- regularly review strategies to develop new and existing business
- monitor and provide feedback on product, customer and brand performance along with competitor and market insights
- represent and protect your brand interests in the UK
- provide profitability management compliance, operational effectiveness and brand reputation



# 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
- BSCi

## 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 (SEDEX)
- 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

## Our partners | critical toolkit

In-store merchandising and product training



Marketing/PR



3PL, Drop Ship, Distribution



Product Returns Management



Amazon Optimization





# 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.

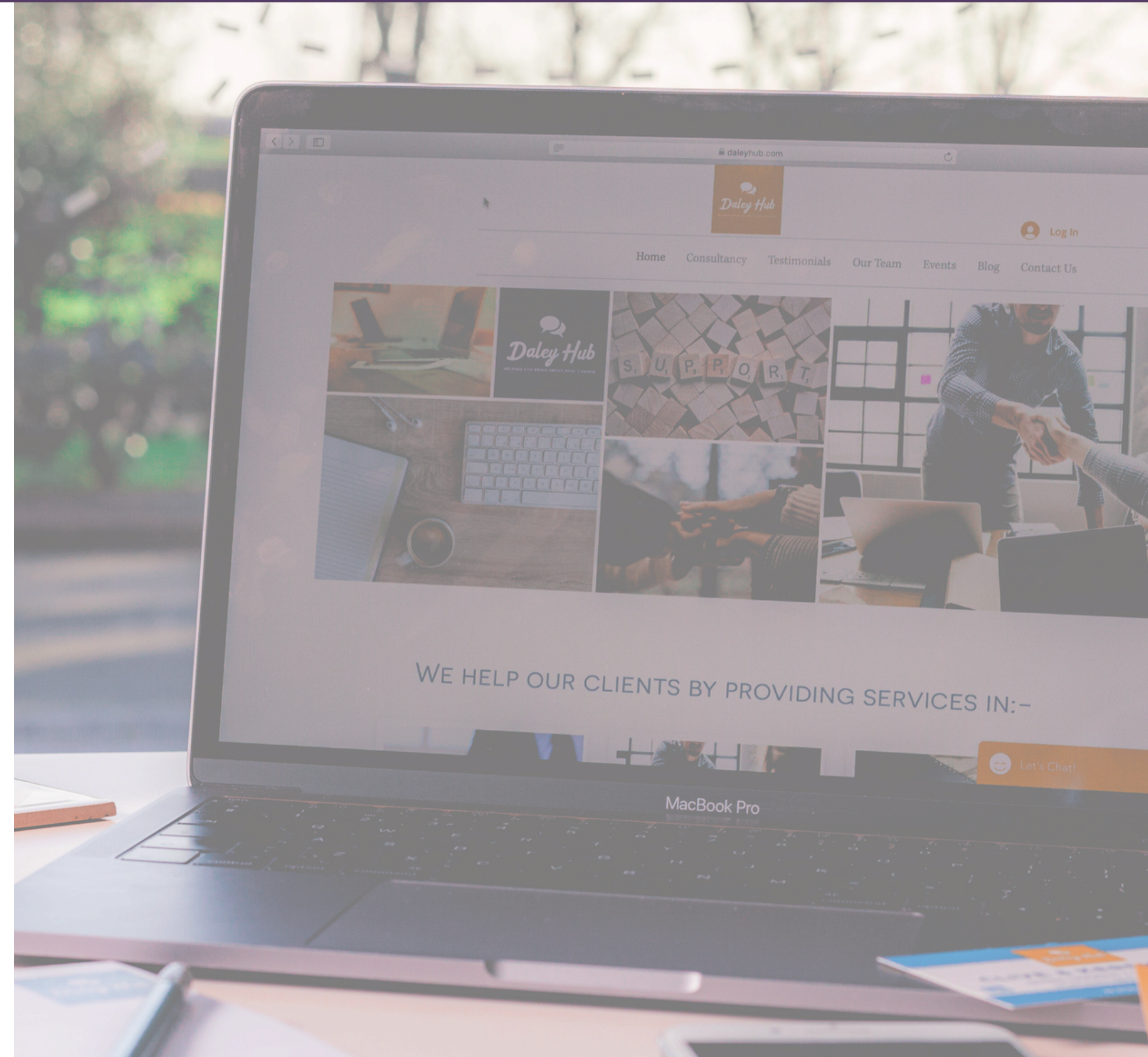
## What's your strategy if the retailer says no?

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](https://daleyhub.com)





# *here's how we helped multi-billion dollar brand from China*



Within just 7 months of working with the team, we secured listings in Pets at Home, Robert Dyas, alongside onboarding agreements with Curry's and Tesco Marketplace.

With over 20 years of experience in the home cleaning industry, premium household electronic brand, Tineco, was looking to develop its presence in the UK market.

Understanding the brand's aim, to make life easier with intelligent, affordable technology, our team worked closely with the multi-billion dollar brand to initiate conversations with over 11 retailers.



**Powerful & smart  
cordless cleaning**





*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**





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

**FurnitureClinic**  
Cleaning & Restoration for Leather, Fabric and Wood

Launching into Bauhaus (Sweden), Halfords and Hobbycraft

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 and began working with his team in October 2025.



Robert Dyas

 **BAUHAUS**

**halfords**



Daley Hub are very well connected and have great inroads into many large retailers in the UK. We've been using them for around six months and they're a pleasure to deal with, and I look forward to continuing the relationship."

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





# *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





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

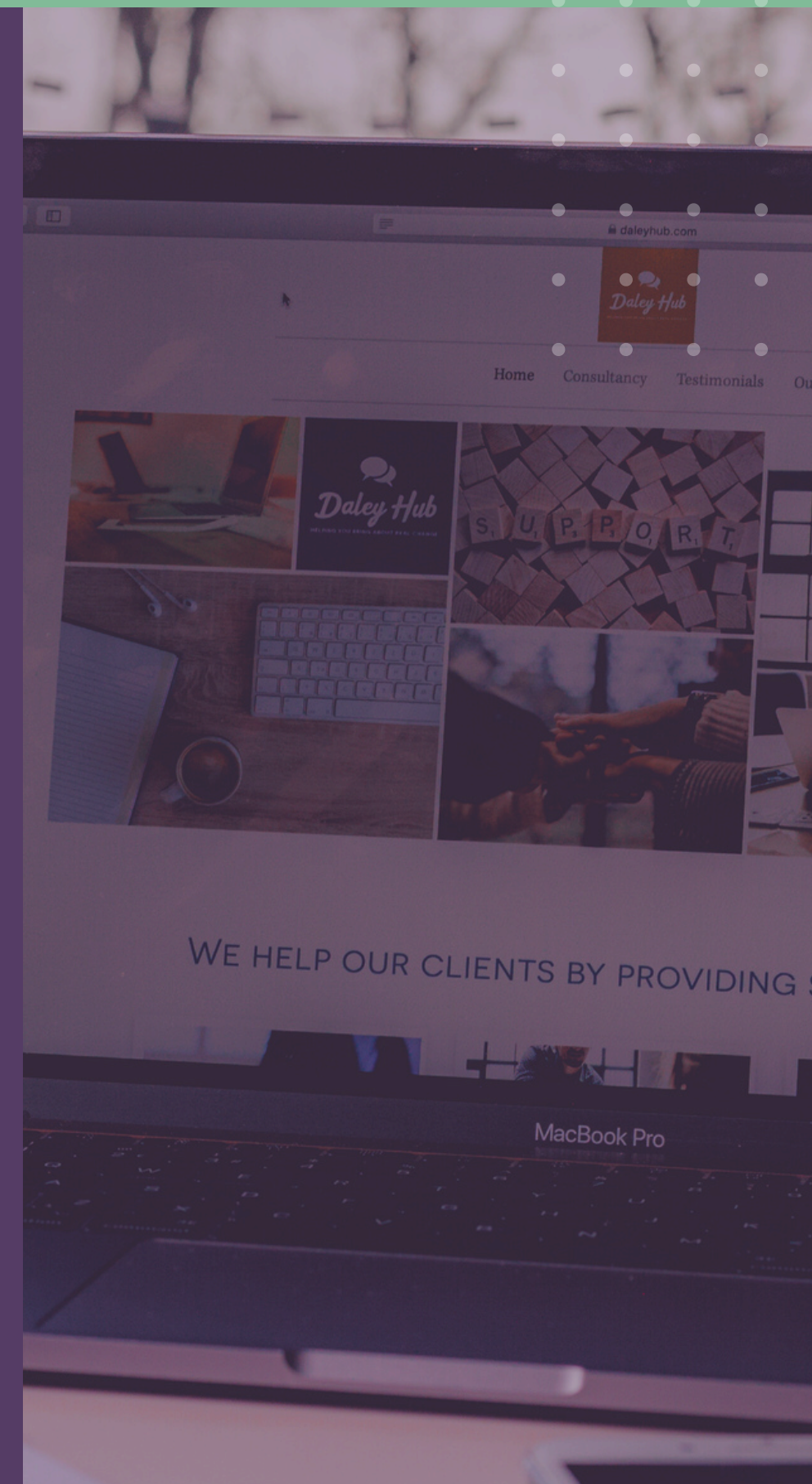
## Our time

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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www.daleyhub.com

