

Exciting their senses – using their language

Geeta's Foods Limited

Ever since Geeta's mango chutney first hit supermarket shelves in 1990, Geeta's has become a household name in the UK, with a reputation for high-quality, authentic Indian food. Geeta's now exports to supermarket chains in Germany, France and Portugal, and enjoys growing markets in Australia, the USA and Sweden. And it has achieved all this with a streamlined management team.

Talking to our suppliers – and our customers too

'Everyone in our team speaks one or two Indian languages, as well as English,' comments Nitesh Shah, Geeta's operations manager. 'We therefore have the great advantage of ease of communication with our manufacturers in India. We quickly recognised that, to maximise our export markets, we needed the same communication strength with our customers abroad'.

Getting the message across

For advice on how best to develop that strength, Geeta's initiated an Export Communications Review. Following the review, the company used funding from the Passport to Export scheme to commission German, French and Portuguese language packaging, which was culturally adapted to the needs of local markets. German language promotional materials are also available for the German market. Mr Shah adds, 'awareness of ethnic food products, especially in the European market, is increasing day by day, so it is vital to have key parts of our promotional material and website in German, French and Spanish'.

Building relationships, making sales

As a small company, Geeta's has chosen to rely on a network of specialised local agents. Their native speakers are invaluable and their cultural knowledge impacts on all aspects of marketing. However, Geeta's also recognises the importance of building relationships directly with its retailers and consumers. Key export personnel speak French and one of them has taken a course to improve their fluency. Their French language skills are an asset when dealing with a number of clients, especially - but not only - in France.

Competitive edge

'Selling to supermarkets internationally is highly competitive,' concludes Mr Shah. 'Our effective international communications – and that means both language and culture – give us a competitive edge over other foreign manufacturers and contribute to our growing overseas sales'.

Geeta's Foods

www.geetasfoods.com

Export Communications Review

www.chamberonline.co.uk/exportzone/ecr

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