

CASE STUDY

Peter Kroeger

English win in South Africa - finally!

CV Retail www.cvretail.com based in London develops and markets Counterbooks, a specialist accounting application for retailers, owned or franchised. There are nearly 2000 users of Counterbooks in the United Kingdom and Germany including companies like Shell with its 550 licenced fuel retailer/convenience store outlets in England. The application is also in use in other retail outlets such as opticians, pharmacies and fast food outlets.

The software application is accessed over the internet and all data is securely stored "in the cloud". John Roberts, Managing Director and Founder of CV Retail has built a business delivering Software as a Service ("SaaS") which is perfectly suited to international distribution with a very low cost of deployment. Says John "I want to expand our user base worldwide to build on the success we have achieved in entering the German market from the UK. I am comfortable with tackling the rest of Europe myself, but felt I needed some help to go further afield, my main constraint being the time it takes to do the necessary research. I had met Peter Kroeger, of Kroeger & Co

www.businessadviser.com/kroeger.htm some years ago but was reintroduced to him as a person who might be able to help. His accounting software background, and his accreditation to the international network of Associates of



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the Institute for Independent Business, together with his own personal connections to South Africa, led me to engage him to research the structure, size and competitive position in South Africa for the Counterbooks application for Fuel Retailers and Convenience Stores."

"I used the IIB network in South Africa to point me in the right direction, and after a couple of months had a very good idea of the market and how we could approach it", says Peter Kroeger "Interestingly, the regulatory framework in South Africa means that the approach to the Fuel sector needs to be very different to that which has worked so successfully in the UK and Germany. In addition, I identified some other potential industry sectors that could benefit from the Counterbooks application. After further research and discussion, I was able to recommend the entry route into South Africa is to find a distributor/partner with a significant client base but ageing applications that are complementary to Counterbooks. I also established a list of possible partners."

"I then asked Peter to go to South Africa and confirm the market assessment he had made and also to meet with the potential partners he had identified. Through the IIB network he expanded the list further and was able to report back with 4 potential partners with whom we could try and progress," says John "Through a series of virtual meetings we were able to select and agree terms with UCS Technology Services, a national application and support provider with a significant client base in Fuel Retail / Convenience Stores as well as pharmacies and the leisure sector."

"I am delighted with the quality of the work performed by Peter. He drafted the Memorandum of Understanding to ensure the commercial terms suited both parties and I have high hopes that our South African venture will be a great success. The next market I wish to engage Peter on is to find a way in to Canada. I am sure he will do as good a job for us there and I have no hesitation in recommending Peter - and his IIB network - to any business looking to find a way of getting their technology into overseas markets."

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