

Business Support Service Case Studies

Yllume

<https://yllume.co.uk/>



Yllume is a British skin care line made for all skin types with the intention of brightening skin. It was developed by Hossay Mommand, after years of research on cutting edge skin technologies. Hossay, the founder, commissioned the BCCP's business support services to find new distributors for their skin care products - cream, skin supplement, tonic mist, mask and cleanser. Yllume already has an existing distributor but due to poor commitment and low sales, they are keen to find more dynamic and committed distributors who can prioritise their product line.

To assist Yllume in finding new partners, BCCP used several methods to source potential distributors. BCCP developed an invitation based on the collaterals provided by Yllume and circulated it to contacts within and outside its membership, as well as referred contacts provided by the BCCP Board of Trustees and other partners (i.e Philippine Chamber of Commerce, EU – Philippines Business Network). Francis Del Val, BCCP Trustee and President of GlaxoSmithKline Philippines also provided further assistance in cascading the partnership opportunity to their network of local distributors. Moreover, an exhaustive market research was also done to identify more leads.

The BCCP successfully delivered the target of arranging meetings with five local distributors: Apolloplus Distribution Inc., Brady Pharma Inc., Brands Worldwide Inc., Philusa Corporation and Vanapol Trading.

“OMIS service helped Yllume considerably right from the initial market research up until finding a reliable distributor. It has proved to be an immense positive experience, allowing us to connect with some brilliant contacts and to choose a business partner that matched our requirements. The service provided has been beyond professional and thorough, leading us to wanting to explore other countries Overall were incredibly pleased with the outcome. Patricia and Rona provided the best service we have experienced so far with any UKTI country specific services.”

Hossay Mommand
Founder, Yllume