Dolfy®

New Market Proposal

Our Approach

At Dolfy, we believe that entering a new market successfully requires more than supplying a good product. It requires mutual trust, a clear understanding of the market, a fair partnership, and a shared commitment to sustainable growth.

Our approach is to start with a solid foundation, understand the market together, and gradually develop our business based on real market feedback and commercial results.

1 Production Capability Validation & Operational Reliability

Assessing production capacity, product quality, expertise, supply reliability, and cost competitiveness.

2 Fair & Reliable Agreement

Establishing a sustainable contractual framework that clearly and securely defines both parties' rights, responsibilities, product quality requirements, commercial terms, risks, and future investment commitments.

3 Market Analysis & Competitive Positioning

Analyzing competitors, price levels, and market quality requirements to determine the most suitable product bill of materials (BOM) and pricing strategy.

4 Engaging with Consumers & the Market

Identifying essential initial brand-building activities and prioritizing sales channels that can generate sales and cash flow quickly. Gradually increasing marketing investment while expanding across relevant sales channels nationwide.

5 Localization & Strategic Manufacturing Partnership

Once sufficient demand, sustainable profitability, and operational maturity have been achieved, exploring local manufacturing partnerships to fully establish a sustainable market presence.



Our Key Principle

Build on proven capabilities, establish trust through a fair agreement, enter the market with the right strategy, grow based on measurable results, and explore localization when the right conditions are in place.

Dolfy Bebek bezi

New Market Entry & Growth Roadmap

A phased, realistic and mutually beneficial approach to building a strong, long-term market presence.

Healthy babies happier tomorrows ♡



1 MARKET PREPARATION
Pre-Launch

Build the foundation for a successful and compliant market entry.



- Competitive market analysis
- Define target retail price and channel profitability
- Confirm regulatory requirements and compliance
- Prepare initial product mix, sizing options and supply plan
- Initial packaging adaptation study (local language and cultural adaptation)
- Set up local team and key partners (distributor, marketing agency, etc.)

OUTPUT Ready for launch

Container Volume –

2 FIRST 3 CONTAINERS
Market Validation

Test the market with controlled investment and measurable results.



- Distribute through local distributors and accessible sales points
- Monitor sell-through, consumer feedback, repeat orders and stock turnover
- Initial marketing and promotional support (to be defined)
- Collect feedback on product, price and packaging
- Fine-tune commercial model and prepare next phase
- Start digital presence (website & social media) and basic content

OUTPUT Validated demand and clear market feedback

Container Volume 1 – 3

3 LOCALIZATION & EXPANSION
After 3 Containers

Adapt to the local market and prepare for modern retail.



- Finalize market-specific packaging design (local language content and local claims)
- Determine the most suitable pack sizes and variants for local consumers
- Optimize product formulation based on quality feedback (absorbency, leakage, comfort, etc.)
- Strengthen distribution and prepare for greater retail coverage
- Negotiate entry into major retail chains and evaluate shelf fees and listing costs (for sharing between both parties)
- Expand marketing activities (influencers, digital ads, in-store)
- Evaluate and plan storage rent (for potential cost sharing)

OUTPUT Localized products and entry into major retail chains

Container Volume 4 – 7

4 SCALING & STRATEGIC GROWTH
After 7–10 Containers

Build a strong, localized and sustainable brand presence.



- Wider presence in national retail chains and new regions
- Increase marketing investments (digital, ATL/BTL, influencer campaigns)
- Expand local team and field execution (merchandising, sales support)
- Implement 50/50 cost sharing model (marketing, retail promotions, storage rent, etc.)
- Long-term production and supply planning to ensure consistent availability and quality
- Continuous product and portfolio development based on market needs

OUTPUT Scaled retail presence and sustainable growth

Container Volume 7 – 10+

KEY SUCCESS FACTORS

- High product quality and consumer satisfaction
- Reliable and sustainable production & supply
- Proper pricing and profitable growth
- Shared investment and responsibilities
- Long-term partnership and mutual success