
Explore your market? *Know how.*

With funding from Austria, we helped Luado Chocolate, a producer of chocolate pralines from Romania, to identify the best market for their products and the best strategy to maximize market impact.



Chocolate pralines producer, Romania

We helped Luado Chocolate (www.luado.ro), a producer of chocolate pralines from Romania, to perform market research that helped the company to better understand their customers, identify their target segment and implement a strategy that resulted in a fivefold increase of their corporate client base within a year of the project's completion.

Founded in 2007, in Brasov, by Dorian and Aura Lungu, Luado Chocolate has roots going back a hundred years to the first sweets-maker in Aura Lungu's family. She became the chocolatier of the family business, combining an innate talent for making sweets with a premium education at Barry Callebaut's Chocolate Academy in Belgium.

Using Belgian expertise, equipment and ingredients, Luado brings top quality, locally-made chocolate pralines to the Romanian market, with a focus on the Brasov area. However, the company needed to consider market options beyond Brasov and their regular customer base, in order to expand their business.

Luado decided to commission targeted market research and to use the data to



By using market research data to make strategic decisions, Luado Chocolate expanded their corporate client base and their business.

develop a strong marketing strategy, focused on Bucharest and the corporate gift segment.

We connected the company to BrandBerry, a local consultant specialising in market research and strategy. The consultant:

- Performed desk research of the Romanian chocolate market, with a focus on pralines
- Deployed nationwide quantitative research
- Performed qualitative research – interviews with decision-makers from large companies in Bucharest
- Developed a tailored marketing strategy based on research findings.

One year after the project's completion, the company has five times as many corporate clients as before, and their turnover and sales volume have both increased by more than 60%. While Luado decided not to open a shop in Bucharest, but rather to focus on B2B connections, they did open a second store in Brasov and consolidated their presence in the home market.

“The research helped us to understand our customers better, as well as to better grasp our competitive advantage”, said Dorian Lungu, the company's manager. “We aimed to maximise that advantage in our strategy, so today we are a national business, with a strong local touch.”

In 2016 Luado was featured in the “History of Chocolate in Brasov” exhibit and, in 2017, they opened a dessert bar in the city's tourist hotspot. It combines their delicious pralines with exquisite artisanal ice cream and cakes, all for their customers' delight.

www.ebrd.com/knowhow
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Turnover
+64%

Sales volume
+60%

Corporate customers
x5

Total project value
€12,152

Client contribution
€7,252