



## ABOUT US

SynergyNapex LLC is formed by Selçuk (Chuck) Mumcu as an independent export / sales consulting and management firm to assist small to medium natural product manufacturers to develop new markets.

Selçuk Mumcu has 20 years of proven natural products business development track record.

Prior to founding SynergyNapex LLC, Selcuk held positions with Nutraceutical International Corporation (Nasdaq: NUTR) one of the largest suppliers to the US natural products channel with worldwide operations, as their Regional Sales Manager for Europe, Middle East and Africa; as Director of Operations - Europe and then Director of Operations - Canada. Selcuk was positioned in Ireland (1994 - 95) and United Kingdom (2001-2004). From 2005 until 2016, based in Tampa, Florida, as the Director of International Sales for Aubrey Organics, a pioneer of natural cosmetics, Selcuk successfully placed Aubrey in over 25 international markets. SynergyNapex LLC is currently retained by well - known US natural cosmetics brands to expand their international distribution. Well known among US and German Natural Cosmetics Manufacturers, certification agencies such as ICADA, BDIH and Pfeiffer Consulting, Selcuk is fluent in English, German and Turkish.

SynergyNapex LLC has a wide contact network with respect to market entry options for the US market. Our network includes former and current Natural Cosmetic executives, US sales managers, national sales brokerages and investors that cover Natural and Non-Natural channels for foods and cosmetics.

Contact us for a free consultation

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# SynergyNapex LLC

## Natural Products Exports

Our mission is helping small to medium natural products companies build and manage strong export departments for sustainable long-term growth.



**US Natural Products Channel is the World's Largest.**

- How is your company accessing the USA market?
- How effectively is your company exporting?

If you are interested in expanding into the USA and additional world markets - please see inside our brochure.

[www.synergynapex.com](http://www.synergynapex.com)

## THE BUSINESS CASE



With over 50,000 + potential retail stores for Natural Cosmetics/Natural Products, the US market is also one of the most open minded for international concepts. US retailers are always looking for fresh ideas.

Yet, small/medium size European/foreign companies who are extremely successful in their own markets are either not present in the US market and/or have minimal distribution.

Unlike multinationals with deep pockets, smaller manufacturers may be "concerned of the expense" to take on the US market on their own. The fixed costs to simply start an operation may be unjustifiable. Yet in the US, many small companies can generate millions in revenues in their niches simply put because the market is very large. The question is: Why are many foreign companies not able to duplicate these results?

What is a key factor for succeeding in US is to "understand the market, the competition and identify sales channels." With some time investment in these areas the chances for success increases greatly.

**Our company opens a window for you to start seeing into the US market.** We will work with you at a fraction of hiring local staff and help you understand the US market and the expectations.

We will study your brand/products, your competitive sales points, your sales channels, dig deep in understanding your business and then compare your products to existing brands in the US market to determine "together" the road map and then execute it.

As an example, during the early stages, we will focus on pricing, product mix, labeling and finding potential sales channels. We will engage with our brokerage contacts and also get their feedback as to how to best position your products in the US market.

As we move forward, we will present logistical solutions and focus on either regional or US wide sales representation options.

## OUR SERVICES



### CONTACT US IF YOU WANT TO

- Start Selling in the USA but don't know where to start
- Are getting inquiries from the US
- Have existing operations in US but are not satisfied with results
- Need assistance with expanding (worldwide) exports.

### Our typical services

- Be your fact driven compass for the US market
- Conduct initial US market research for proper positioning
- Identify sales channels in USA for your products
- Create a list of US retailers to call on
- Identify sales brokerage representation for selected channels
- Manage sales brokerages selected
- Identify logistical solutions
- Import & regulatory assistance
- Assist with any additional sales/marketing projects
- Export sales help for world markets

### Our Key Associate:

**Pfeiffer Consulting LLC:** Formed by Micheal Pfeiffer and with offices both in EU and USA, Pfeiffer consulting is an expert in Cosmetic Safety, Compliance and offers C-GMP audits.

### For References:

Please see:

<https://www.linkedin.com/in/selcuk-mumcu-9149586>