



ORAVIA

— BEYOND BORDERS —

Who We Are

We are a Swiss, family-owned business originally focused on consulting and business development. Building on this expertise, we expanded into import and distribution, an activity we have now been successfully developing for over 20 years across Switzerland.

Today, we help international brands enter and navigate the Swiss market by combining market intelligence, commercial access, and operational expertise. Our approach separates market-entry strategy from distribution, enabling brands to evaluate opportunities, understand requirements, and make informed decisions before committing to a full-scale rollout.

Why Switzerland?

Switzerland offers attractive opportunities but can be a challenging market to navigate. Many brands seek a clearer understanding of key market dynamics, including:

- Retail fragmentation
- Multiple language regions and consumer profiles
- Pricing realities and market positioning
- Customs and regulatory requirements
- Retailer expectations and route-to-market strategies
- Import, logistics, and administrative processes

Our role is to provide the insight, guidance, and local expertise needed to reduce risk and facilitate market entry

Our Services

Business Discovery and Swiss Market Overview

Discovery & Understanding

The first step is to develop a clear understanding of your company, brand, products, and objectives.

During this phase, we explore your current knowledge of the Swiss market, your ambitions for expansion, and what you hope to achieve through a potential market entry.

We also seek to understand your expectations, available resources, previous international experience, and the role you would like us to play in supporting your growth.

This discovery process enables us to align our expertise with your objectives and determine the eventual way forward.

Market Overview

We provide an introduction to the key dynamics of the market, including demographics, consumer behaviour, retail structure, language regions, labelling requirements, and other relevant factors.

The objective is to equip you with a solid understanding of the market landscape and the opportunities it presents. The insights gained during this phase will help refine your objectives and priorities, providing the foundation for the next stage: a detailed market study tailored to your brand, product range, and target channels.

We combine an understanding of your business with a comprehensive view of the Swiss market

Opportunity Assessment

Building on the discovery phase, we provide a comprehensive research specific to your company, brand, and products.

Our research may also include:

- Identification of potential retail and distribution channels
- Overview of key competitors and market positioning
- Product and pricing benchmarking
- Regulatory and import considerations
- Route-to-market recommendations

We translate market knowledge into insights relevant to your business

Market Validation

We validate the commercial potential of your products through direct engagement with the market.

This may include:

- Product sampling and feedback
- Discussions with retailers, distributors, and key industry contacts
- Pricing validation
- Assessment of customer and buyer interest
- Review of packaging and product suitability
- Identification of barriers to entry

We move beyond research to validate opportunities with the market itself

Commercial Development

Leveraging over 20 years of experience in the Swiss market, we draw on our network of retailers, distributors, wholesalers, and industry stakeholders. Where appropriate, we facilitate introductions and provide support in developing commercial relationships.

This may include:

- Introductions to relevant retailers and distributors
- Meetings with potential commercial partners
- Support during negotiations and presentations
- Guidance on import and regulatory requirements

We help translate market opportunities into commercial conversations

Moving Forward Together

Flexible Engagement

Our services can be delivered either as standalone assignments or as part of a broader market development programme.

Some clients choose to begin with a specific service, such as a market overview or targeted market research, while others prefer a more comprehensive approach that includes market analysis, partner introductions, and ongoing commercial support.

This flexible structure allows you to select the level of engagement and investment that best aligns with your objectives, internal resources, and stage of market development.

We offer a flexible approach, allowing you to engage at the level that best suits your objectives and resources

Operations and Logistics

Where required, we also support the operational aspects of market entry, drawing on our expertise in logistics, customs procedures, regulatory administration, and physical distribution. This may also include transportation, storage, labelling compliance, repalletisation, and other operational requirements specific to the Swiss market.

This can be integrated into a broader market-entry project or provided as a standalone service for companies requiring operational assistance in Switzerland.

We would be pleased to provide a detailed overview of these services upon request.

We support the operational requirements of doing business in Switzerland