

BABA
YAGA

international expansion agency

We empower brands
to enter new markets
and expand into new
territories

BABAYAGA



Breaking borders, building bridges

BABAYAGA is the only one agency in Russia specializing in international expansion. We empower companies and brands to successfully enter Russian markets by providing comprehensive services, including market analysis, entry strategy development, localization, and marketing. Our expertise extends to building key business relationships and addressing legal, financial, and organizational challenges to ensure smooth and successful growth.

Your Brand right in the heart of Russia

The Russian market offers significant commercial potential for new companies and brands, especially considering its size, diversity, and growing economy. Almost all market segments are currently in a state of flux, providing an optimal opportunity for companies looking to gain their share.



Here are key aspects that make Russian market attractive for business

Large and diverse market

Russia is the largest country in the world by area, and its diverse population offers ample opportunities for market segmentation and targeted marketing.

Growing middle class

The increasing size of the middle class in Russia contributes to a rise in consumer demand for a variety of goods and services, including premium products.

Technological progress

Rapid development in technology, especially in the field of mobile communications and the internet, opens up new opportunities for digital marketing and e-commerce.

Geographical position

Russia's location between Europe and Asia provides a logistical advantage for companies looking to expand their presence in new markets.

Government support

The Russian government is taking steps to improve the business climate, including simplifying business registration procedures and implementing tax incentives for entrepreneurs.

Cultural diversity

Russia offers a rich cultural heritage and diversity, which can be utilized by brands to create unique marketing campaigns.

Make the most of the moment: bring your brand to Russia today!

Under-saturated market segments

Many sectors of the Russian market experience low competition, creating unique opportunities for new brands. There's a chance to carve out a niche and quickly capture market share by offering innovative products or services.

Significant commercial potential

The Russian market is characterized by high growth potential. New brands can leverage this potential by offering products and services that differ from competitors' offerings and are tailored to the specific needs of Russian consumers.

Low activity of competitors

Existing brands showing small marketing activity provide new brands with an opportunity to effectively use advertising to promote their products and services, thereby quickly increasing brand recognition and attracting consumer attention.

Chance to build a strong brand

Low competitive activity allows new brands to effectively develop and strengthen their brand image without facing serious pressure from competitors, which is important for long-term success in the market.

Agency services

MARKET RESEARCH

STRATEGY DEVELOPMENT

SALES ORGANIZATION

LOGISTICS, CUSTOMS, STORAGE

GR/LEGAL SUPPORT

MARKETING AND PR

FINANCIAL SUPPORT



What If you had a partner who could unlock your business's true potential?

Imagine having a partner who not only identifies your business's potential but also knows exactly how to unlock it. We don't just provide services, we create solutions tailored to your challenges, ensuring your brand's success.

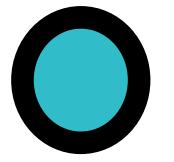
Market research

BABAYAGA agency unlocks the full potential of your brand through deep market insights and strategic precision.

Our research goes beyond numbers — we uncover hidden opportunities, decode consumer behavior, and tap into cultural nuances to craft strategies that resonate emotionally and drive action.

By analyzing every aspect of the market, we empower your brand to connect, adapt, and thrive in a competitive landscape.

- SWOT analysis of the brand and its product
- Analysis of the Russian market
- Competitive analysis
- Consumer analysis
- Study of cultural characteristics
- Assessment of the regulatory environment
- Conducting surveys and research
- Identification of target segments
- Customer behavior tracking
- Technological environment analysis
- Economic analysis
- Social and demographic trends
- Environmental factors
- Channel and distribution analysis
- Brand perception analysis
- Market entry barriers
- Trends and opportunities
- Competitor benchmarking



Strategy development

At BABAYAGA agency, strategy development is where vision meets precision. We design tailor-made roadmaps that align with your brand's goals and market dynamics, ensuring every move is impactful and sustainable.

Through meticulous analysis and creative thinking, we transform challenges into opportunities, helping your brand navigate complexities with confidence.

With BABAYAGA, your strategy isn't just a plan — it's a dynamic, data-driven, and creative approach to unlocking success in market you enter.

- Development of an entry strategy
- Resource and budget planning
- Competitive positioning analysis
- Strategy implementation
- Adaptation and adjustment
- Risk assessment and mitigation
- Monitoring and performance metrics
- Stakeholder engagement
- Marketing and communications strategy
- Branding and messaging strategy
- Development of a positioning strategy
- Localization and market-specific adjustments
- Digital strategy integration





How would it feel to see your product leading in a new market?

The availability of your product is essential for successful market entry. Leveraging our strong connections with leading retail chains, e-commerce platforms, and key industry players, we ensure your product reaches the shelves in Russia. Whether you plan to sell in major cities or nationwide, we will provide the best solution to make your product easily accessible to customers.

And that's just the start. We craft marketing and advertising strategies that not only capture attention but also drive real demand, even in highly competitive markets.

Sales organization

Every brand is unique, with different goals and products. Some aim to secure placement in major Russian retail chains, while others prioritize niche markets or e-commerce platforms.

Whatever your objective, we tailor our approach to match your specific needs, ensuring your product reaches the right audience through the most effective channels. From large-scale distribution to targeted strategies, we provide solutions that align with your brand's vision.

- Development of sales strategy
- Selection of distribution channels
- Search for and collaboration with distributors
- Selection of locations
- E-commerce Integration
- Team preparation and training
- Support and after-sales service
- Customer relationship management (CRM)
- Pricing strategy development
- Inventory and stock management
- Marketing and promotional support
- Performance incentives
- Demand forecasting
- Customer feedback and satisfaction analysis
- Partnerships and alliances
- Monitoring and analysis of sales results

Logistics, customs, storage

BBYAGA masterfully handle all aspects of logistics, customs, and storage — from seamless customs clearance to efficient warehousing and last-mile delivery.

You will receive calculations for multiple logistics routes from the most reliable logistics companies in the market, helping to optimize your supply chain and effectively reduce costs.

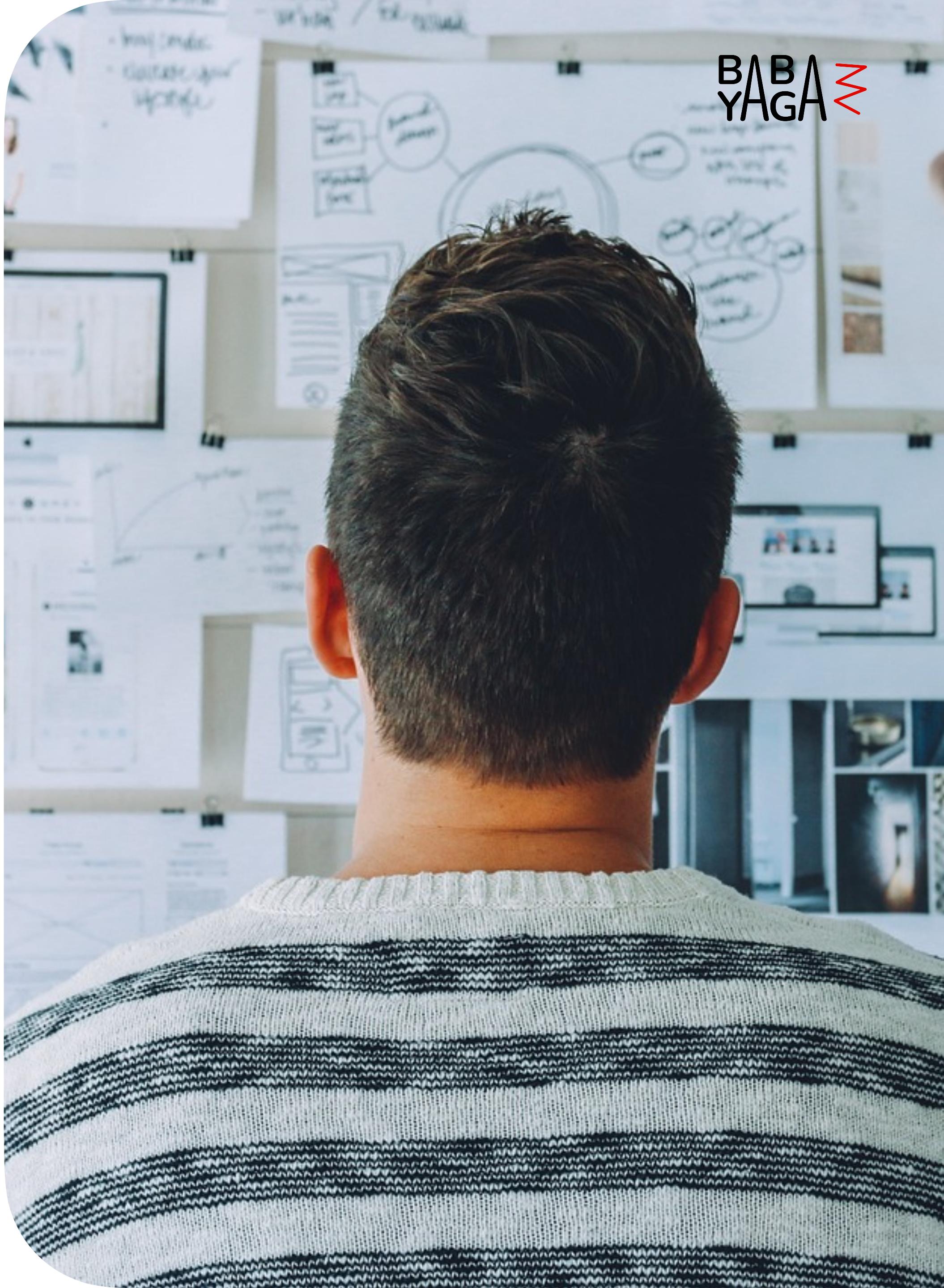
- Logistics management
- Customs clearance
- Customs brokerage services
- Warehousing and inventory management
- Supply chain optimization
- Transportation logistics
- Inventory and reporting
- Cost optimization consulting
- Import and export compliance
- Risk management in logistics
- Supplier relationship management
- Packaging and handling optimization
- Reverse logistics
- Sustainability practices
- Freight forwarding services
- Real-time tracking and monitoring
- Last-mile delivery solutions

Skip the struggles

While other brands struggle through trial and error, wasting time, money, and resources trying to solve complex problems on their own, we offer ready-made, proven solutions that work immediately.

Our secret lies in a unique network of partners — leading agencies and experts with all the necessary expertise to overcome any challenges.

This allows us to quickly and effectively bring your product to market, bypassing the steps that slow your competitors down.



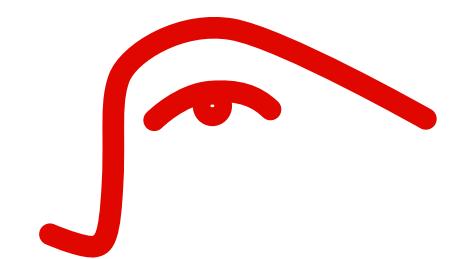
GR / Legal support

We provide exceptional GR and legal support, combining unique expertise and extensive experience. From securing permits and licenses to ensuring compliance with local legislation.

We handle everything from contract preparation and intellectual property protection to risk management, always staying ahead of regulatory changes.

With a proven track record in government relations, tax advisory, and environmental law guidance, we ensure your business remains protected, ethical, and prepared for sustainable growth.

- Consultations on local legislation
- Assistance in obtaining permits and licenses
- Interaction with government agencies
- Preparation and analysis of contracts
- Legal support for transactions and agreements
- Risk management
- Tax advisory services
- Intellectual property protection
- Compliance audits
- Dispute resolution and mediation
- Employment law consultation
- Regulatory updates monitoring
- Anti-corruption compliance
- Mergers and acquisitions support
- Environmental law guidance

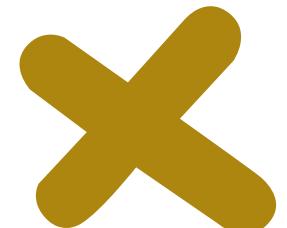


Marketing & PR

In today's competitive landscape, marketing isn't just about visibility — it's about creating meaningful connections with your audience. We craft strategies that don't just inform but inspire action, using cutting-edge tools and innovative approaches to ensure your brand stands out.

A marketing strategy that doesn't just promote — it persuades. A PR approach that doesn't just inform — it inspires trust. With our expertise, your brand achieves visibility, credibility, and connection, driving sustainable growth and long-term success.

- Development of a communication strategy
- Media planning
- Advertising campaigns
- Digital and content marketing
- Advertising in traditional media
- Influencer marketing
- Social media strategy
- Event marketing
- SEO and SEM
- PR activities
- Data-driven marketing
- Automation of advertising campaigns
- Development and implementation of AI solutions for personalized marketing



Our 13 awards for best marketing communication are testament to our ability to craft strategies that not only captivate audiences but also deliver measurable results

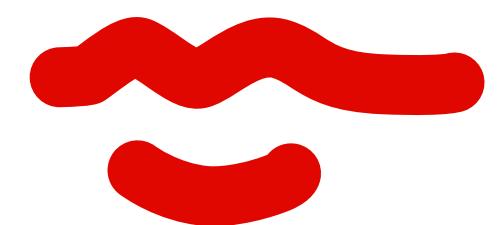
Our expertise encompasses work with renowned brands across industries, including: Alfa-Bank, BMW Group / Mini, BORK, Bacardi, Bentley, Breguet, C. Louboutin, CCK, Clinique, Cosmopolitan Award, Darphin, Data Pro, Datsun, Development Science Day, Double Wear, EL Re-Nutriv, EVRAZ, Escada, Estee Lauder, Fosagro, Frederic Malle, Geely, Google Chrome, Grey Goose - FORBES Restaurant Digest, Harry Winston, IKEA, Jameson, Jaquet Droz, Jo Malone, Kalashnikov, Kilian, La Moda, Le Labo, Lenovo, Lexus, Libero, Linx Data Center, L'Oreal - Woman in Science, M.A.C., MBR, Marathon Group, McKinsey, Mercedes-Benz, Mercedes-Benz AEM 2020 NY, Mercedes-Benz CT, Miss Maxim, Moscow Urban Forum, Nissan, Omega, Pirelli Calendar, Premierpharm, Renault, Roku Gin, SDV, Schneider Electric, Skolkovo, Suzuki, The Glelivet, The Glenlivet, The Macallan 5, Toyota, VW CT, Vacheron, Van Cleef, Vidfest, Vidfest.ru, Volkswagen Group, Volvo, Wella, and РЕНОВА.



Financial support

We provide end-to-end financial solutions to streamline your operations in Russia. From strategic planning to compliance and optimization.

- Financial planning and analysis
- Investment and financing consulting
- Accounting and tax planning
- Transaction support
- Financial reporting and control
- Budgeting
- Cash flow management
- Forecasting and scenario analysis
- Cost optimization strategies
- Compliance with financial regulations
- Investment portfolio management
- Debt management
- Capital structure optimization
- Mergers and acquisitions advisory
- Financial risk hedging
- ESG





Launch, Lead, Succeed

While others are navigating obstacles, you'll already be selling your product, capturing your audience, and strengthening your market position. With us, you don't just get support — you achieve results faster, easier, and more efficiently.

Open your brand to Russia: easier than you think

Meeting and analysis

Meeting: Initial consultations to discuss objectives. Brand and product current position.
Analysis: Assessment of the current state of the business, including its products, markets, competitive standing, and internal resources.

Expansion strategy

Market Research, consumer potential: Conducting research of potential markets, including analysis of competitors, target audience needs, and market trends.
Assessment of commercial potential.
strategic planning: Developing a market entry strategy, including selection of markets, target segments, and business models.

Legal support

Legal support: Consultations on international and local legislation, business registration, taxation, and intellectual property protection.
Regulatory compliance: Ensuring the business model and operations conform to local laws and regulations.

Sales and logistics

Sales: Determining where and under what conditions the products will be sold, finding and establishing connections with local partners and distributors, sales management, adaptation of pricing policy.
Logistics: Planning of logistics, supply, storage, and operational processes in the new market.

Localization and adaptation

Product/Service adaptation: Tailoring products or services to the requirements and preferences of the local market. Cultural
Adaptation: Considering the cultural characteristics and needs of the local market in marketing and communication strategies.

Marketing and PR

Marketing strategy: Development and implementation of a marketing plan, including online and offline advertising, PR activities, participation in exhibitions and events. **Digital Marketing:** Promotion through digital channels, including social media, search engine optimization, and contextual advertising.

Support and monitoring

Continuous support: Providing ongoing support and advice after market entry.
Monitoring and optimization: Regularly tracking results and making adjustments to the strategy and operations as necessary.

Powered by a network of excellence

Market Research

Collection and analysis of data on consumers, markets, brands, and media; studying consumer behavior; measuring the effectiveness of marketing and sales; providing market and retail analytics; organizing media research, and more.



GfK Russia
<https://www.gfk.ru/>



Mediascope
<https://mediascope.net/>



DISCOVERY Research Group
<https://drgroup.ru/>



Mix Research
<https://mix-research.com/>



Mera (ex-CARAT)
<https://mera-agency.ru/>

and more...

GR

Marketing

Sales Organization

Sales organization is one of BABAYAGA's core strengths. We collaborate with the largest federal chains, retailers, and e-commerce platforms, as well as **over 20 companies of various sizes** — small, medium, and large — to confidently secure the best locations for your products.

Our unique capabilities include organizing flagship stores and exclusive representation in the heart of Russia — Moscow. As the only agency in Russia offering such comprehensive solutions, we guarantee your brand will secure prime locations to maximize its success and visibility.

BABA YAGA



Strategy

We collaborate with the most experienced agencies in Russia, trusted by the world's leading brands. Combined with our unique in-house team of experts, we deliver unmatched opportunities and secure the best deals on the market for our clients.

Depot Branding Agency
<https://www.depotwpf.ru/>

Advgroup
<https://advgroup.ru>

EMG
<https://emg.ru>

Tomatdesign
<https://tomatdesign.ru/>

LINII
<https://linii.ru/>

Brandson
<https://brandson-total.com/>

and more

Logistics, customs, Storage

We partner with the largest logistics companies in Russia, providing cargo delivery from abroad by air, rail, and sea.



Delo Group
<https://www.delo-group.ru>



Fesco
<https://www.fesco.ru>



SOVCOMFLOT
<https://www.scf-group.ru>



PGK
<https://pgk.ru>



Delve linii
www.dellin.ru



JDE
<https://www.jde.ru/>

and more

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