



KITA GLOBAL DIGITAL

BARCELONA · SINGAPORE · JAKARTA

SCIENCE. PRODUCT. MARKET.

Good science. Better products. Real growth.

Specialist pet nutrition, product innovation and international commercial advisory across Europe and Asia Pacific.

LED BY



Dr. Nacho
Navarro-Regnè, DVM

Veterinarian, pet industry advisor and international business professional with more than 15 years across animal health, animal nutrition, pet care and food technology.

For brands, manufacturers, ingredient suppliers and investors.

www.kitaglobaldigital.com



THE PROBLEMS WE SOLVE

Clarity before commercial commitment.

We connect scientific evidence, manufacturing realities and market understanding around the decisions your team needs to make.

01 A promising ingredient. An uncertain application.

Assess the evidence, formulation suitability and cost per serving. Deliverable: an ingredient assessment with prioritised options and next actions.

02 A strong concept. An unclear production route.

Review formulation strategy, OEM / ODM capability, minimum orders, trials and feasibility. Deliverable: a product development brief and manufacturer decision criteria.

03 A new market. The wrong entry assumptions.

Assess customer segments, positioning, pricing and distributor fit. Deliverable: a market entry blueprint and practical 90 day execution plan.

04 A growth ambition. Limited commercial capacity.

Scope fractional support for partner outreach, key accounts and pipeline development. Deliverable: documented relationships, reporting and a structured handover.



OUR SOLUTIONS & SERVICES

From evidence to execution.

01 Pet nutrition & functional ingredients

Kita Global Pets is our specialist pet industry service identity. Functional ingredients, microbiome strategies, novel and fermented ingredients, nutrition assessment, canine healthy ageing and claims substantiation.

02 Product development & manufacturing

Concept and portfolio architecture, formulation briefs, format selection, OEM / ODM assessment, manufacturing feasibility, technical discussions and cost per serving.

03 Market entry & international growth

Market and category assessment, pricing and positioning, route to market, partner screening, distributor development and strategic account priorities across Europe, ASEAN and wider Asia Pacific.

04 Fractional commercial execution

Technical commercial presentations, buyer engagement, negotiation support, pipeline and CRM management, launch coordination and monthly reporting. Selected mandates draw on our strategic partnership with Marpelian.

Formats: dry food, wet food, treats and chews, toppers, freeze dried products and supplements.

Each mandate is scoped to the product and destination. Laboratory testing, manufacturing and local regulatory sign-off are agreed with the relevant specialists.



THREE LEVELS OF ENGAGEMENT

The right support. Clear fees.

01 Expert advisory | €600 per session

Questionnaire and material review, one private 60 minute session, and a written memo with next actions within 3 business days. Paid 100% in advance. Additional consulting hours: €600.

02 Assessment & blueprint | €3,000 fixed

Up to 15 consulting hours. Technical and commercial assessment, gaps and risks, prioritised recommendations, decision report and a practical 90 day execution plan. Target: 5 business days from complete scope and materials. Payment: 50% upfront, 50% on delivery. Execution is separate.

03 Fractional execution | from €1,500 per month

Market activation, partner outreach, strategic accounts, pipeline, CRM, monthly reporting and handover. Retainer plus commission under a defined 3, 6 or 12 month mandate.

Term	Monthly retainer	Commission
3 months	€3,000	12%
6 months	€2,250	10%
12 months	€1,500	8%

Indicative terms. Final scope and fees are agreed in writing. Commission applies to attributable collected net sales. Applicable taxes and approved third party expenses are additional.



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HOW WE WORK

A defined mandate. A practical next step.

Commercial principles

Execution retainers are paid monthly in advance. Commission is due after the client receives payment and excludes taxes, duties, freight, discounts, rebates, returns and chargebacks. A gross profit basis may be agreed for low margin categories.

Account scope and handover

Existing accounts are included only when named in the contract. Proposed terms keep introduced accounts commissionable for 12 months after the engagement ends. Market intelligence, relationships, pipeline and playbooks are documented for handover.

Relevant experience

Go-To Bites® development with Vet Superior Consultant in Bangkok connects formulation, ingredient selection, OEM collaboration, packaging, pricing and market entry. Publications and media include Pet Food Media / Wisenetix, LO₂ Max, Indonesia Expat and contributions for PetFood Markets.

Let's discuss your next decision.

Book a complimentary 30 minute introduction to confirm fit and scope.

This call does not include a technical assessment or written recommendations.

calendly.com/nachointernational

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