



**Marktanalyse & Beratung**

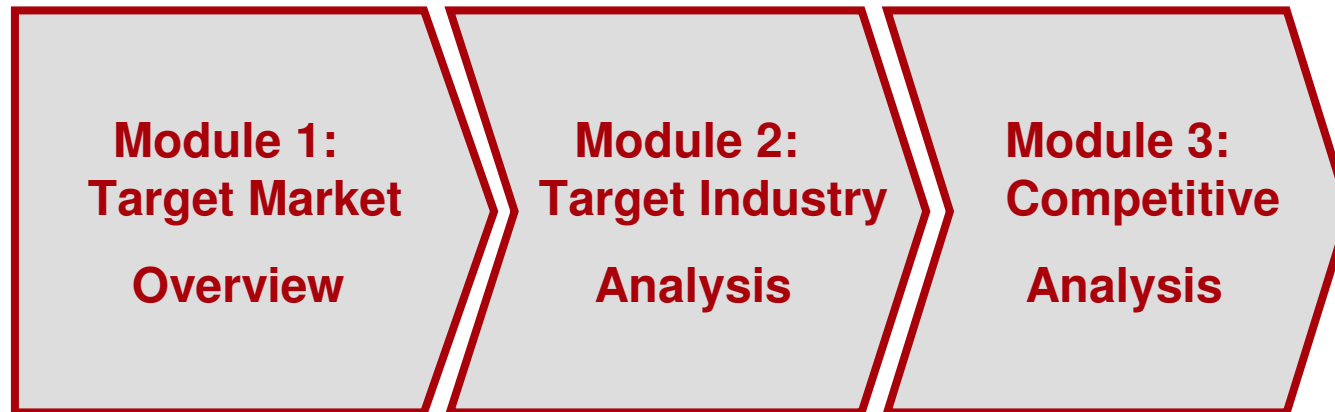
## **Market Entry Services**

## Benefits & Value Added

- Target market analysis: Market structure, facts and statistics, industry segments, competitive landscape, potential customers and partners, legal conditions.
- Market feasibility analysis for foreign companies looking to invest in Germany.
- In-depth research and analysis of high potential target segments.
- Information base as input for focused direct marketing and distribution of marketing and sales materials.
- PR for companies looking to expand.



Market Entry Support Services





## Target Market Overview

- General overview of the German market (market entry perspective):
  - General location/market conditions
  - Business environment
  - Market structure including dominant industries and industry clusters
  - Market entry barriers and market gaps
  - Legal conditions (investment perspective)
  - Resources and price levels
  - Location SWOT's
- ➔ Provide the client with valuable target market information

**Methodology:** Secondary research



## Target Industry Research & Analysis

- In-depth analysis of target industries/sectors in Germany:
  - Industry overview: industry sectors and sub-sectors, structure, size etc.
  - Target market segmentation – identify high-potential segments and market gaps
  - Target market size and feasibility
  - Potential customers
- ➔ Identify target markets and determine target market feasibility (entry barriers, gaps, opportunities etc.)

**Methodology:** Secondary research, primary research (expert talks)



## Competitive Analysis

- Analyze the target market competitive environment :
  - Competitive landscape; players, market share, competitor strengths and weaknesses
  - Direct and indirect (substitutes) competitors
  - Competitor database: relevant company information on direct competitors
- ➔ Level of competition in the target market, competitor database

**Methodology:** Secondary research