

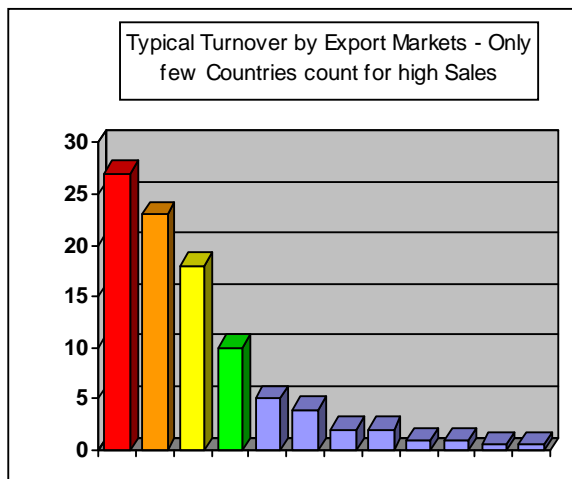
POLITEC - Services to develop and to establish International Business Establishment and Development of your Market in Germany, West and East Europe

Development of your Export

During the last five years a dramatic change has turned the business in Europe.

New marketing strategies are requested to use chances and to avoid risks. Following the market strategies should be re-centred, marketing concepts may be developed respectively.

Often enterprises deal with many export countries. A check of sales by export markets shows that suitable sales are achieved only in a few countries. Typically 70 - 80 % of sales are obtained in only a fifth or a quarter of the served export markets. Often the potential of many countries is exploited insufficiently (see figure).



Typical reasons are:

- Weakness of your distribution system
- Imperfect after-sales service
- Efficiency of your sales staff
- Insufficient presence of your products
- Lack of information about your products and enterprise
- Inadequate sales support
- Competition and conditions of sales

Measures and Services for Development of your Export Sales in Germany and Neighbour Countries

In co-operation with your team we analyse and recognise realistic figures of the market potential. We evaluate your turnover in relationship to the potential and chances of the relevant industrial sector.

In co-operation with your team we develop the measures to turn the slow-moving countries to strong dynamic markets.

Beside other means typical measures could be:

- We check your distribution channels and implement measures to exploit existing distribution channels or to implement new distribution channels
- We check the customer/consumer satisfaction with products, services, after-sales services by our "Customer-Satisfaction-Rating Tool"(CSR)
- In co-operation with your distributors we analyse the efficiency of the sales process
- We support the implementation of strategic alliances, licence/franchising contracts, acquisitions, joint-ventures etc.
- In co-operation with your team we develop measures to strengthen the market position of your company and the sales force of your agents and distributors

The result: Jointly with your team we implement suitable measures and pave the way to higher export sales.

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