business
development
germany

MECHANICAL ENGINEERING

CASE STUDIES

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CASE STUDY

Spanish research department

Complex scientific services

The 100% subsidiary of one of **Spain's biggest universities** employs about 300 scientists that does research in applied mechanics, materials and microelectronics. Although a non-profit organization, the task was to generate entrance on the German market, in the scientific landscape and to organize meetings with German industrial companies interested in the capabilities of the client.

APPROACH:

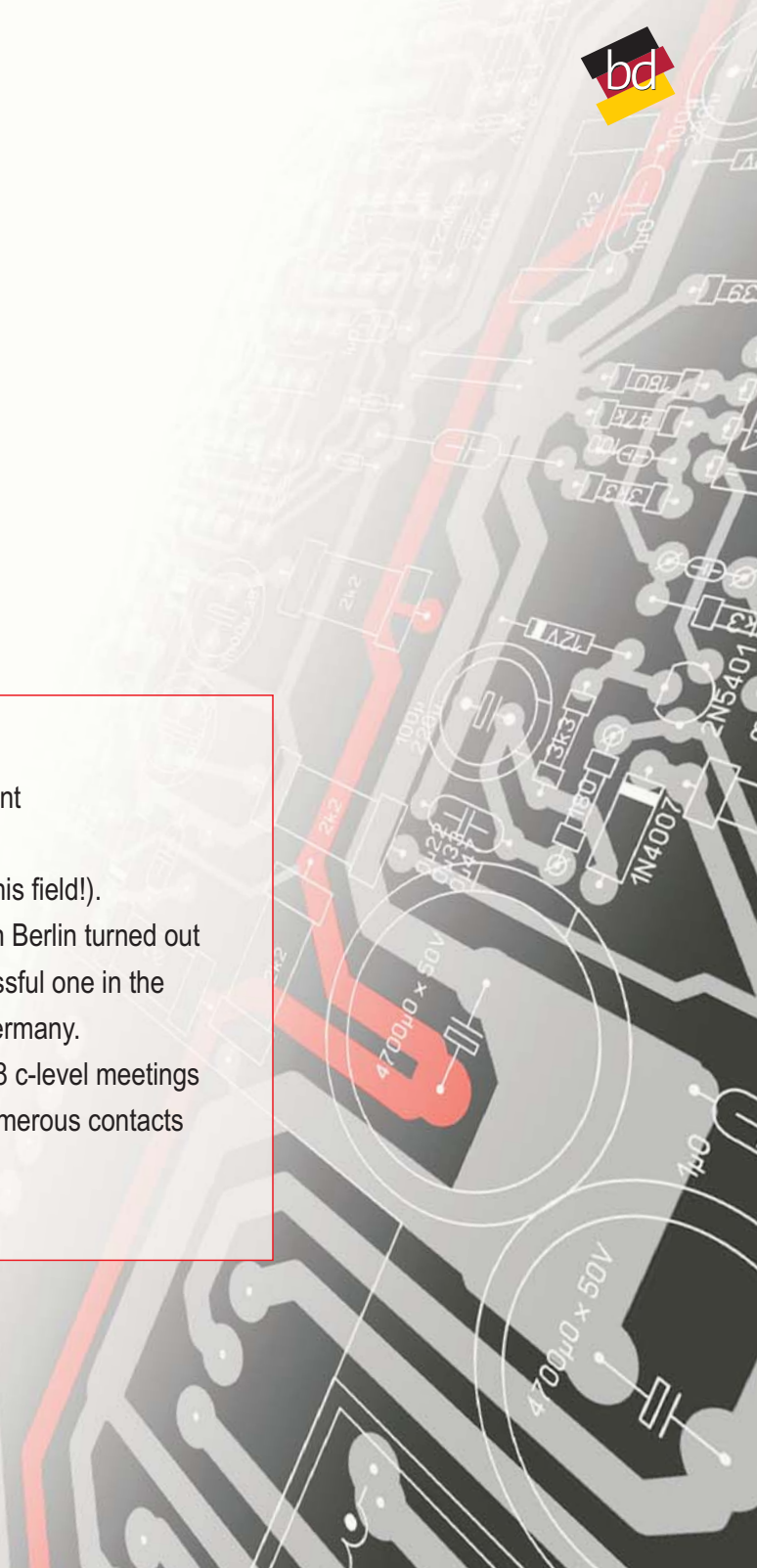
- Strategic workshop in Spain moderated by BDG senior to evaluate all options etc.
- Competitor research and review of 'scientific landscape'
- Complete re-design of marketing materials, new presentations, translation into German etc.
- Identification of 80 suitable, industrial companies and professional approach of the same.
- Trade fair in March 2015 in Berlin with qualified meetings.

»SPECIAL CHALLENGES«:

When a German industrial company choses a research partner for technology, it usually prefers a German research institute and secondly projects in this field have huge budgets (e.g. "big deals").

RESULTS:

- BDG generated one first client during the first 6 months of representation (much in this field!).
- The event on the trade fair in Berlin turned out to become THE most successful one in the history of the company in Germany.
- BDG managed to arrange 18 c-level meetings within 3 days that lead to numerous contacts and negotiations.



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CASE STUDY

German gas-reseller

Huge sales organization

The first independent gas supplier for consumers since the German gas market was privatised in 2008. This major German brand is a great supporter of sports and has around 320.000 clients and around 320 million EUR turnover. The company came into a crisis in 2012 and lost thousands of clients because of extreme conditions on the German gas market.

APPROACH:

- Crisis strategy development for the complete board of directors.
- Development of profitable business model in rapidly changing market surroundings.
- New design of complete sales back office, front office and marketing department.
- Coaching of managers on c-level.

»SPECIAL CHALLENGES«

The crisis was extreme. 25% of the employees were fired, 4 offices had to close and the motivation of great parts of the team was low. On the external side, competitors used this weakness and aggressively approached the clients etc. BDG was also hired by the investment fund that had acquired the company. This made the approach even more challenging.

RESULTS

- Complete new face of the company.
- New products and prices much more suitable for the defined (more profitable) target groups.
- Almost the complete sales- and marketing management was changed.
- Thim Werner was issued a power of attorney and also acted as interim manager in the company for 3 months.
- The result of this was the successful exit of the investor and the complete consolidation of the company which today is healthy and files black and not red numbers.

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CASE STUDY

Hungarian engineering company

Producer of special machines

Solid 50-year-old company from Hungary with great expertise in its field was interested in doing more business on the German market and to identify German potential targets.

APPROACH:

Simple, plain and direct sales activities for the client. His own marketing (website etc.) was good enough, he already had an export manager and therefore this job was only about selling the client!

RESULTS:

- Definition of target groups.
- Research and selection of suitable companies to contact including decision maker, contact etc.
- Creation of small info-material such as info mail etc. Campaign: contacting of all the targets with huge success: alone the activities of the first two months lead to 8 meetings and a trip of the export manager to
- Germany to visit and negotiate with all the meetings BDG has arranged!

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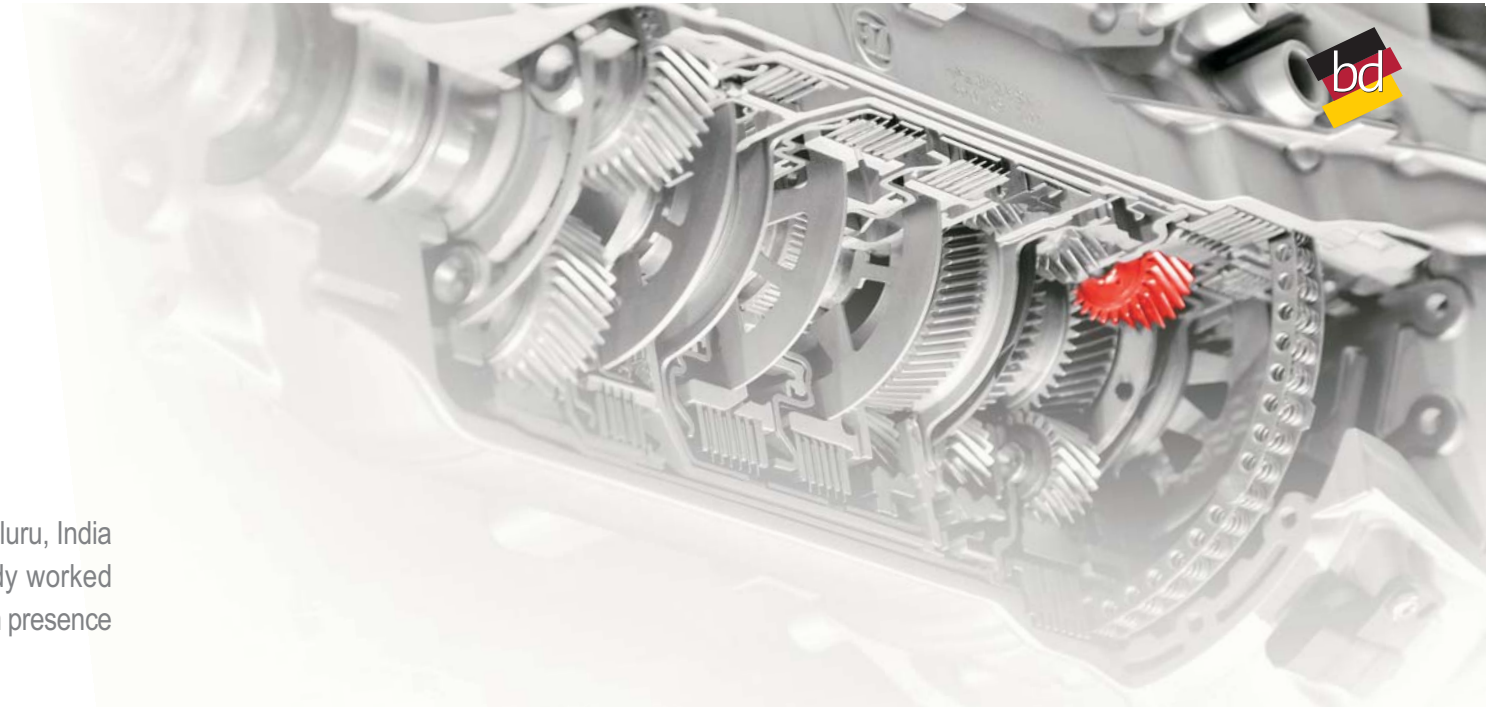
CASE STUDY



Indian Engineering Company

Product design and engineering services for big players

The middle sized engineering company is located in Bengaluru, India and has about 300 employees. The company had already worked for a few big automotive companies and planned a long-term presence in the German market.

APPROACH:

After an intensive visit and workshop in India with the management of the client, we developed a strategy with a roll-out of 2-3 years. Upon this it was decided to incorporate a German company and to build up a real market presence in Germany.

»SPECIAL CHALLENGES«

Complex project with a very special target group and many cultural differences in the way of conducting daily business.

RESULTS:

- The company was planned, incorporated and started with the help of the BDG team.
- Strategic workshop with the complete board of directors in Bengaluoru, India, was organized and morderated.
- Full set of marketing tools such as website, handout, presentation etc. were developed.
- Detailed sales and entry plan developed.
- Assistance with all steps during the implementation. Sales concept and approach started for the company.

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CASE STUDY

Australian LED producer

Innovative LED lighting company entering the German market

An Australian start-up with highly innovative and special products wished to approach German authorities for street lighting products.

APPROACH:

Market review and research of potential product competitors and similar products. Thereafter definition of sales campaign.

»SPECIAL CHALLENGES«

Market review and research of potential product competitors and similar products. Leading to the definition of sales campaign.

RESULTS:

- A thorough market approach was planned and implemented.
- Suitable targets in the German market were contacted.
- Due to legal restrictions it was found that the product could not be introduced in the German market as initially planned.
- Although there was no sales success in this project, the client reviewed a full feasibility check for a comparably low budget.
- “No stone was left unturned“.

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CASE STUDY

French Producer of scaffolders

Increasing safety on construction sites

The French company from Lyon is very successful in its home market and desired a launch in Germany.

APPROACH:

Intensive project preparation and optimization of marketing material and general approach. Personal meetings and sales efforts to check the market was focussed.

»SPECIAL CHALLENGES«

German building industry is known to be closed and not open. French companies are not well reputed in this segment.

RESULTS:

- Initial workshop about strategic possibilities.
- Target groups definition.
- Creation of marketing material.
- Selection of suitable targets.
- Intensive contacting process of all companies.
- 5 meetings with big German companies were arranged and the client was taken on a „road-trip“ by BDG to visit all companies (all over Germany) and to have negotiations about the future business.

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CASE STUDY

HDPE Manholes

Distributor Search

Israeli producer of HDPE manholes for sewage and drainage.

APPROACH:

The goal was to find suitable partners and distributors within Germany. This is a very specialized field and the market is not very open in its communication. Therefore we started with a thorough preparation, mapped the market and defined the cornerstones of the project together with the client.

Hereinafter a solid research of potential distributors was done and finally the validation lead to the great results of the project.

RESULTS:

- Identification of 52 suitable partners presented as a long list.
- Final project result was a short list with **7 interested distributors**!
- Assistance with arranging meetings
- Creation of German handout
- Thorough project preparation and marketing assistance.

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CASE STUDY

Producer of radiant heating/cooling panels from Finland

Providing expertise on market situation in Germany

Producer of radiant heating and cooling panels seeked to understand how the industry for his products in Germany functions, in particular the purchase and decision making processes, price levels, key players, common product solutions, scope of supply, etc.

APPROACH:

In depth industry analysis according to specific questions the client directed at us. Interviewing of different industry experts as well as potential clients in order to reveal customer needs. Preparation of a market report, providing essential information on the market and key players for an executive decision making about a market entry in Germany. Based on the finding from the research, creation of a list of potential cooperation partners in Germany.

RESULTS:

- Information on client's specific questions, provided in a market report as basis for executive decision making
- List of potential cooperation partners in Germany
  Definition of target groups
  Creation of target lists
- German company presentation

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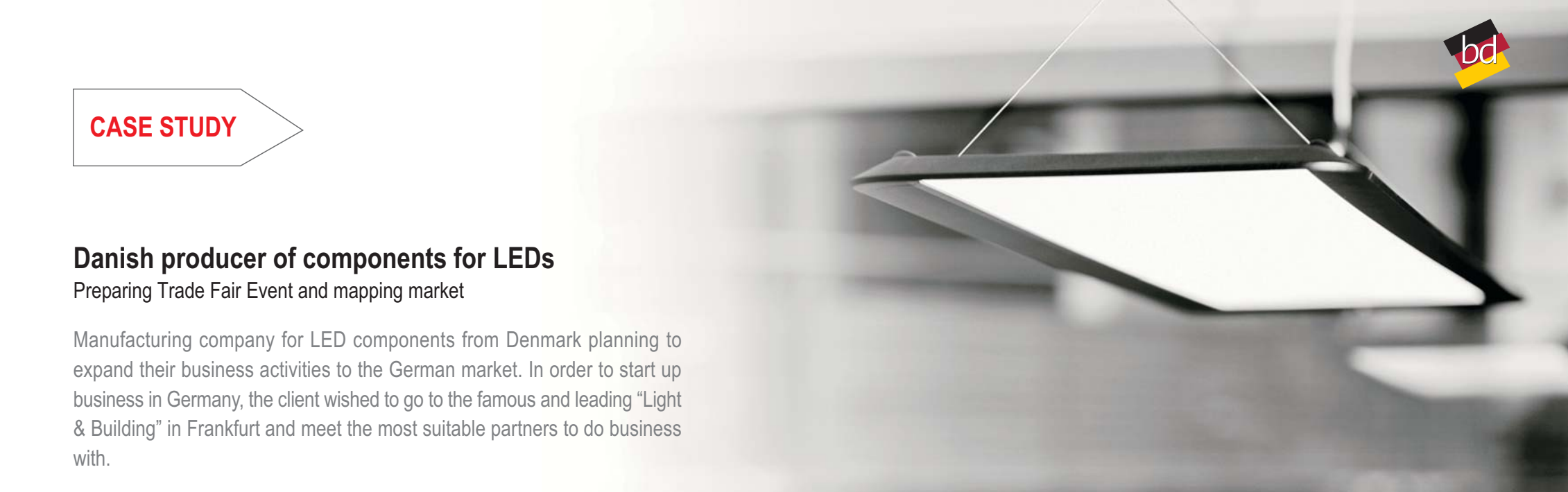
CASE STUDY



Danish producer of components for LEDs

Preparing Trade Fair Event and mapping market

Manufacturing company for LED components from Denmark planning to expand their business activities to the German market. In order to start up business in Germany, the client wished to go to the famous and leading “Light & Building” in Frankfurt and meet the most suitable partners to do business with.

BDG prepared not only this event, but identified 8 companies to work with and arranged meetings accordingly. On beforehand the company brochure was completely redesigned by the BDG marketing experts providing the company a completely new look, new arguments and giving it all a “German twist”.

APPROACH:

Research and selection of suitable targets. Content and layout creation of a company presentation for the German market. Sales campaign via phone and follow-up mailing of company presentation.

RESULTS:

- Extensive target list with relevant distributors
  Professional company presentation in German language incl. full redesign and graphics
- Workshop in Copenhagen
- 8 meetings on leading trade event

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CASE STUDY

British supplier of temporary access solutions

Increasing market power in Germany

British supplier of temporary access solutions with subsidiary company in Germany aiming to penetrate the German market.

APPROACH:

Intense market research. Identification of new target groups and new targets within familiar target groups. Optimization of existing marketing material.

»SPECIAL CHALLENGES«

This was an extremely difficult situation, because the mother company in UK had just been acquired by an international acting company, yet the Germen entity (already existing) had a different situation…

RESULTS:

- Report on market and competitor situation
  Optimized marketing material
  Workshop in UK and in German entity
- Identification of new target groups and target selection from these groups
- Identification and selection of targets from familiar target groups

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CASE STUDY

Danish producer of of electrician items

Cable clamps, dowels & cable clips

Danish quality producer since 1954 outside of Copenhagen wanted to enter the German market with best-quality products in this special field.

APPROACH:

Workshop in Denmark, optimization of marketing materials and thorough selection and approach of whole-sellers, buyers and other multiplicators throughout Germany.

»SPECIAL CHALLENGES«

Highly competitive area with strong German market participants to stand up against.

RESULTS:

- Visit to production sight in Denmark and workshop Creation of a German handout
- Identification of 110 potential distributors and wholesalers
- 6 companies were interested and received samples
- 2 companies wanted to meet in person

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