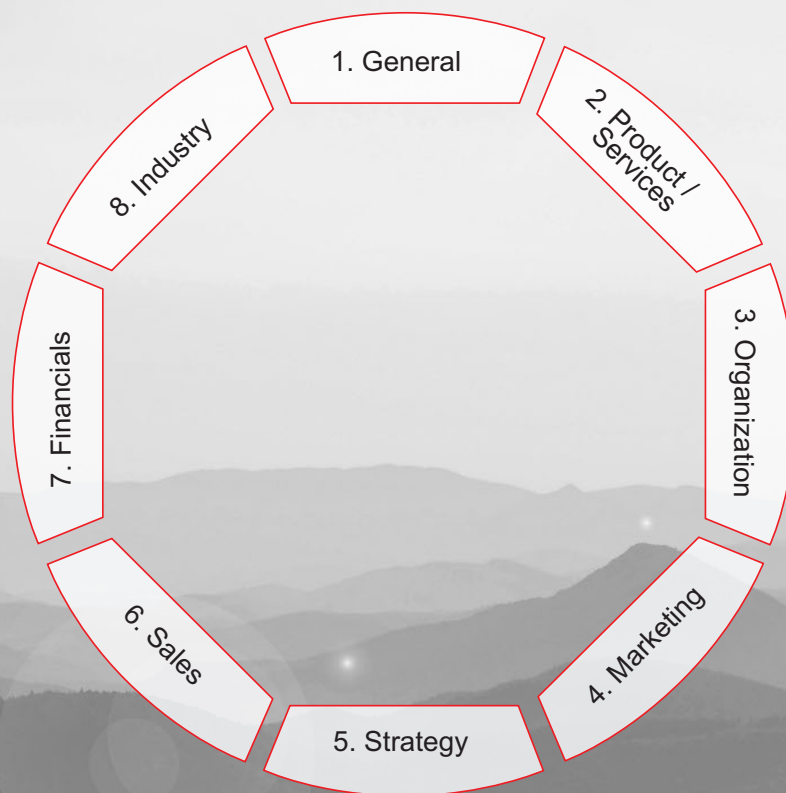


German Market Readiness Index (GMRI)

Defining an improvement concept and evolving company skills for an enhanced expansion strategy.



THE GMRI PRINCIPLE

Our process for a systematic approach

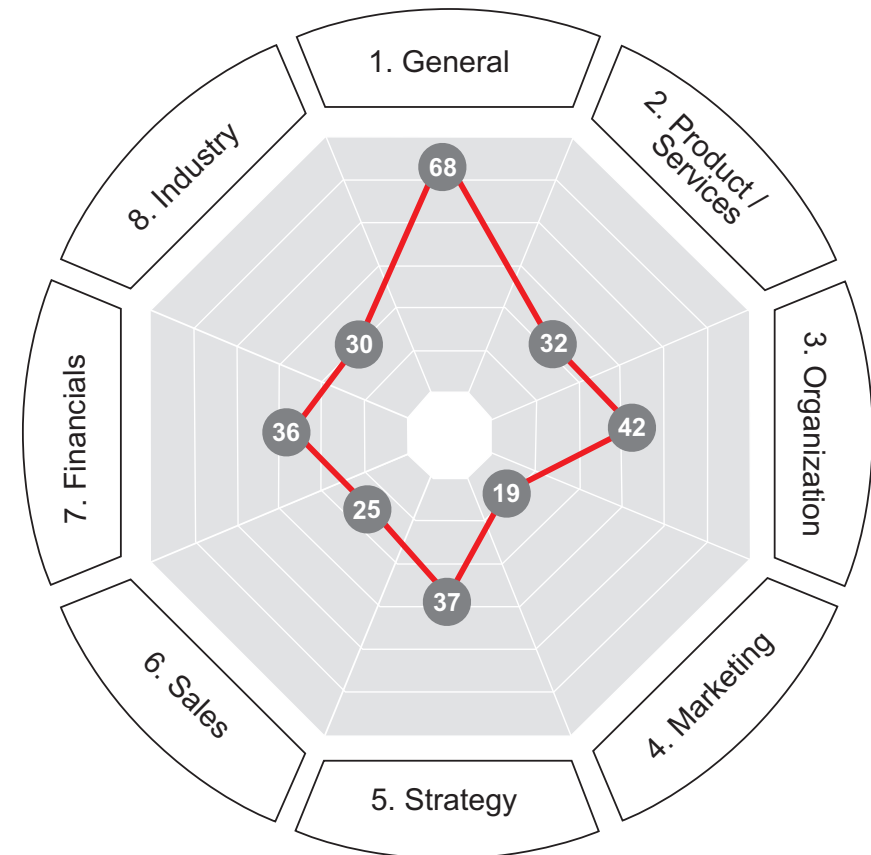
Based upon many years of experience, our experts have developed a method to define the **degree of market entry readiness** into the German market.

The core of this is an interview-based questionnaire that concerns key areas of the company and its ability to expand to the target market. For every category there are approximately 20 questions that are scored by points and counter-scored by a BDG auditor.

The results are then weighted against our internal database and the scores are calculated.

The sum is the **GMRI score** that gives valuable information for the BDG team to start the work.

Often this method is used at the beginning of a project to objectively define the starting point. From past experiences, the competent BDG consultants know where to support most and how to guide the process perfectly from day one.



FRAME CONDITIONS FOR THE GMRI TEST

The Test

The interview itself can be done either in person or via phone or Skype. The interview takes 2-3 hours and the counterpart of the BDG auditor should be a senior staff member or the decision maker of the company. Once the questionnaire is done, BDG will do the indexation and analyse all results. This takes up to one week and then the report with several graphics and very concrete recommendations is delivered as a PDF document. Of course this is discussed with your BDG contact and can be used perfectly for starting a common project or also just as a measurement of your company's status quo.

The Fee

The test itself costs **€499** and is payable before the start of the test. This includes our preparation, the interview itself, the report (2-5 PDFs) and a short consultation afterwards with the delivery of the results.

Confidentiality

Some of the questions go deep and concern potential structural weaknesses, financials or strategic planning. It is more than clear that BDG is obliged to strict secrecy in concern of all information that are shared between the parties through the test. You will also get this in writing, since we are not afraid of liability in this matter. Discretion and professionalism are the foundations of our work!

Quality and Further

BDG is regularly audited according to **DIN ISO 9001:2015** and we are proud of our methods and our high standards. Our new instrument **German-Market-Readiness-Index** is a contemporary and swift diagnosis drawing essential information together and making strengths and weaknesses immediately visible. With this dashboard of information and the corresponding indexation, we know where to intensify our support and to push the project in the right direction.



ABOUT US



BDG is focussed on the German market entry . We understand the needs of business development, sales and marketing when entering the German market. This is also reflected when assisting with the incorporation process to achieve your business objectives successfully. We are entrepreneurs ourselves and understand the necessity to consult you with your specific needs.

BDG delivers quickly. We are highly experienced in business development and experts for foreign companies in Germany. With a vast network of professionals in Germany, we know what we are doing.

BDG References BDG has assisted numerous companies and entrepreneurs on the German market and continues to do so. You can rely on our success oriented professionalism and our high degree of dedication.



Tim Werner
Managing Director



Ute Janssen
Senior Sales



Annika Lauer
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WE SUPPORT



Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

**Systematic Methods for a better Market
Expansion to Germany with BDG.**