

BDG MULTI-CHANNEL APPROACH

Market Entry Germany

- Market research
- Competitor analysis
- Industry expert review
- Identification of marketing Opportunity etc.

Communication

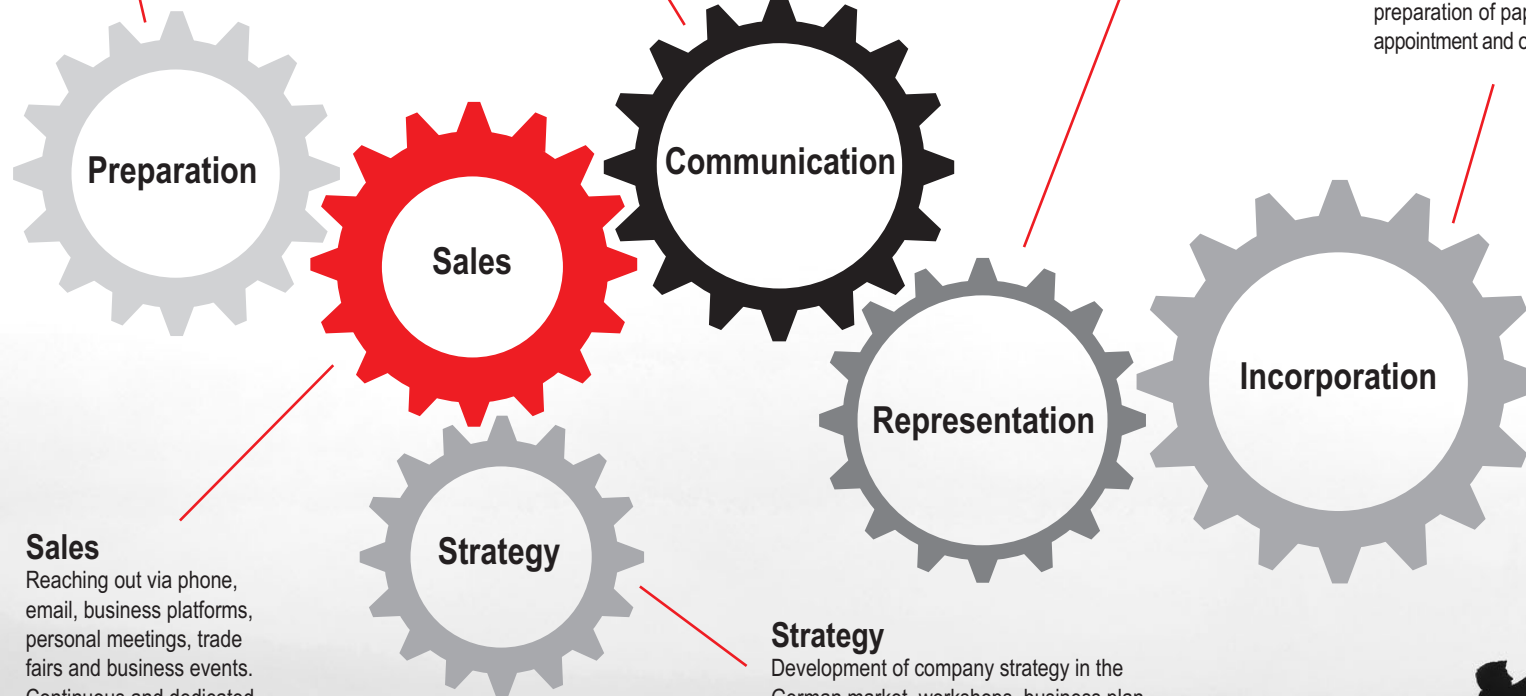
Defining the right communication for the German market, adjusting and translating handouts, brochures, websites and other tools to be heard and seen in this market.

Representation

Ongoing representation in Germany via German telecommunication, fax and email communication, business and formal correspondence with authorities.

Incorporation

Establishment of a legal entity, preparation of paperwork, bank appointment and ongoing bookkeeping.



Sales

Reaching out via phone, email, business platforms, personal meetings, trade fairs and business events. Continuous and dedicated sales work and account management.

Strategy

Development of company strategy in the German market, workshops, business plan, validation of assumptions and definition of tools to achieve the goals.

