

German-Market-Readiness-Index (GMRI)

A methodology of measuring success and diagnosing companies for a better 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.

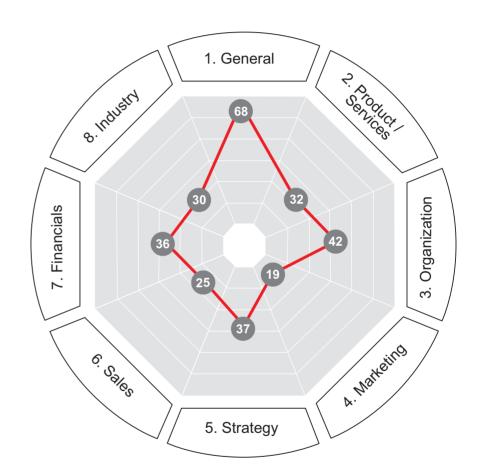
The core of this is a interview-based questionnaire that concerns key-areas of the company and it's ability to expand to the target market. For every category there are approximately 20 questions that are scored by points and counter-scored by a BDG-auditor.

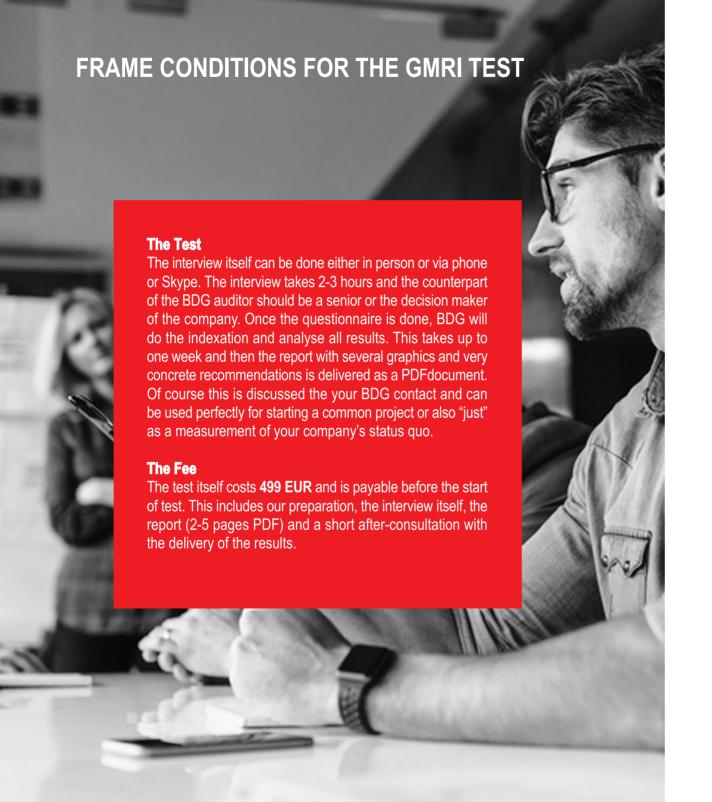
The results are then weighted against our internal database and the scores are built.

The sum is the **GMRI score** that will give 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. With this 'anamnesis' the experienced BDG-consultants know where to support the strongest and how to guide the process perfectly from day one.









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.







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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.