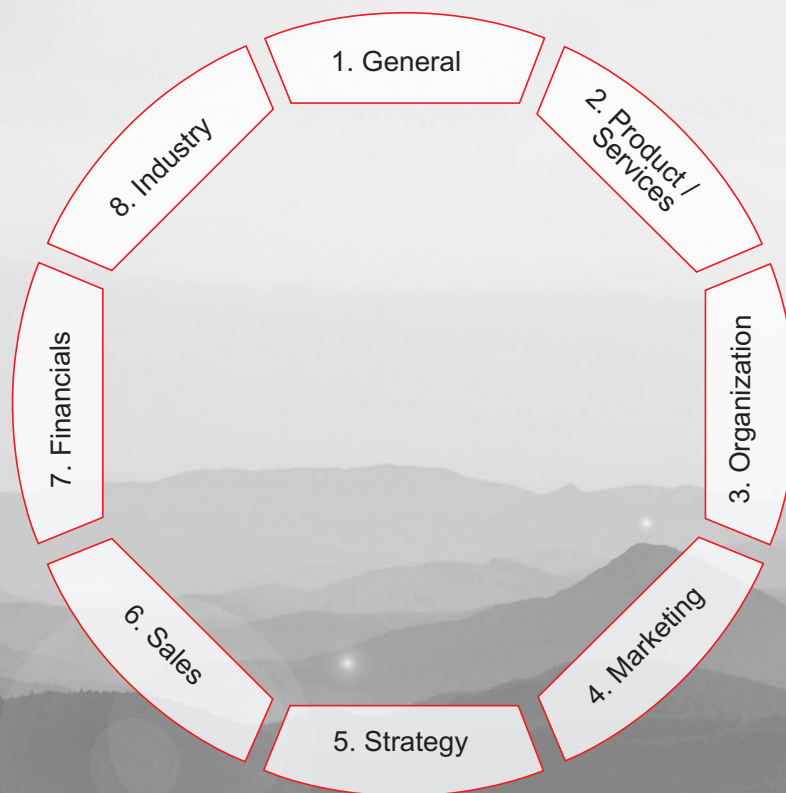


# German-Market-Readiness-Index (GMRI)

A methodology of measuring success and diagnosing companies  
for a better expansion strategy!



# THE GMRI PRINCIPLE

Our process for a systematic approach

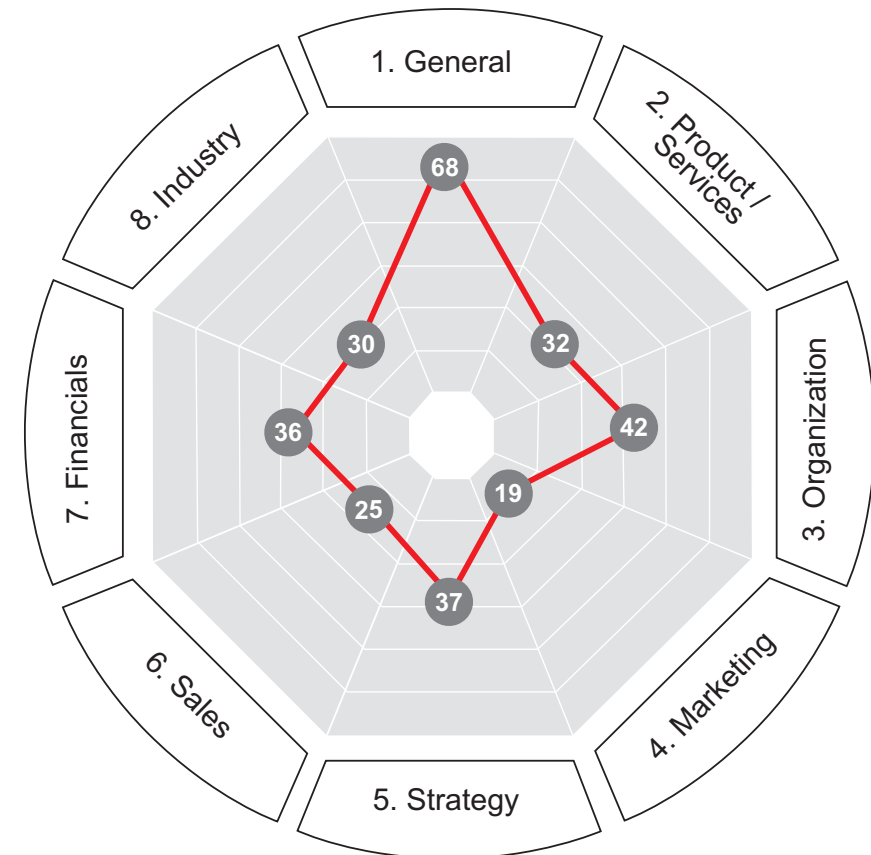
Based upon many years of experience, our experts have developed a method to define the **degree of market entry readiness** into the German market.

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.



# 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 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 EUR** and is payable before the start of test. This includes our preparation, the interview itself, the report (2-5 pages PDF) and a short after-consultation 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 market entry Germany.** 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 do not consult you generically!

**BDG delivers quickly.** We are well experienced in business development and experts for foreign companies in Germany. With a huge 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. Rely on our professionalism that is based on success-orientation and a high degree of dedication.



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Managing Director



**Ute Janssen**  
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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!**

