

# BDG MULTI-CHANNEL APPROACH

## Market Entry Germany

- Market research
- Competitor analysis
- Industry experts review
- Identification of marketing opportunities etc etc

## Communication

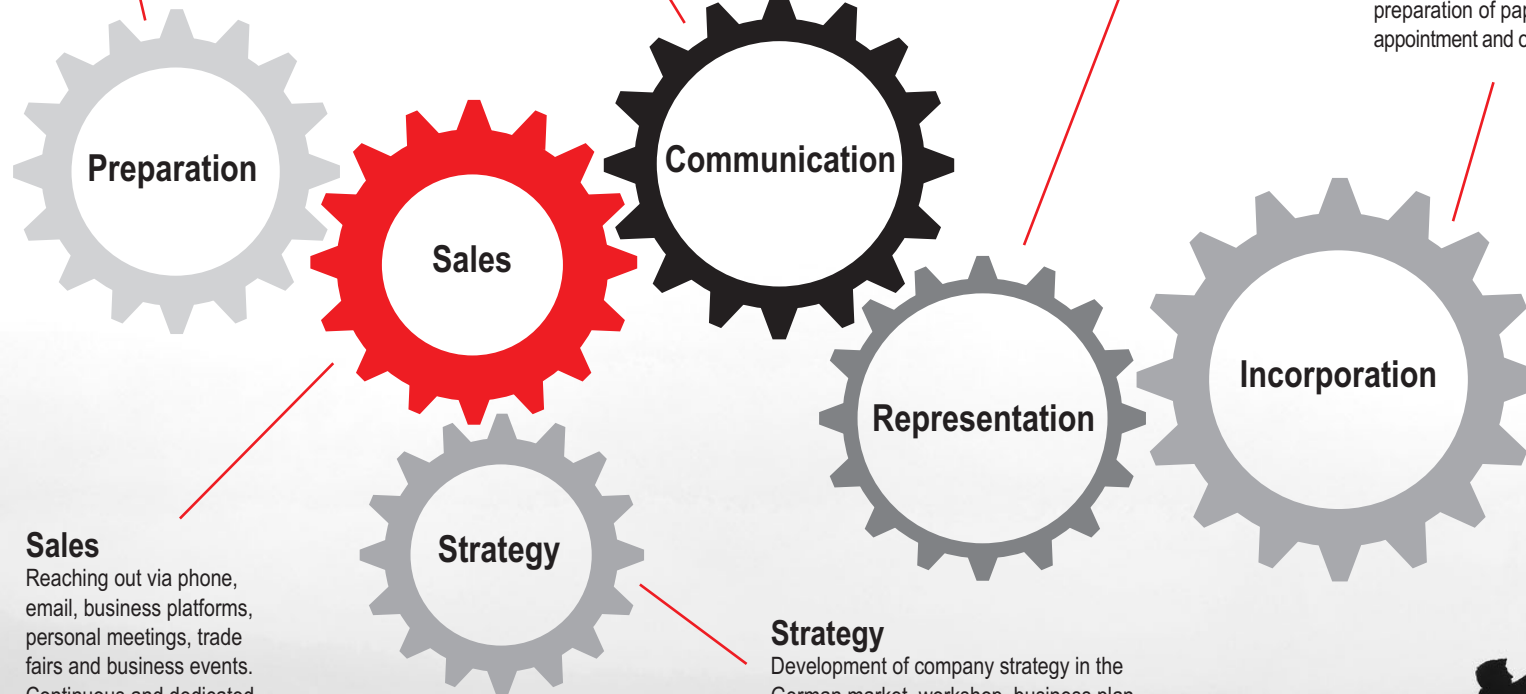
Defining the right communication for the German market, adjusting and translation handouts, brochures, website and other tools for being heard in this market.

## Representation

Ongoing representation in Germany with German phone, fax and email communication, office 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

## Strategy

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

