

## ENABLE THE GERMAN MARKET International Business Development

SOMMER BUSINESS CONSULTING ♦ Business Information

### ENTER THE EUROPEAN MARKET VIA DACH REGION!

We enable market entry and support your business development. Sommer Business Consulting is acting as a business agent that initiates and expands your new business and sales markets. Your great advantage we offer is deep knowledge of the sales markets DACH region and Europe, the customers and sales functions.

### THE FULL SERVICE INCLUDES:

- Open markets by own Salesteam in partnership
- Optional recruiting of salesteam and backoffice staff
- Setup Sales Documentations in German language
- Implementing an administrable German webpage
- Set-up of a local German Office if relevant
- Set-up (founding, submission to registration court) of a Germany based company

### INVEST IN ONE OF THE STRONGEST REGIONS

Your investment into the market covers nearly completely direct invest into sales and marketing of your company, your services and products.

### PERFORMANCE & SUSTAINABILITY: SHARE OPTIONS

Our purpose is delivery of excellence. We trust in our strengths and believe in what we do and offer. So we prefer to gain a significant part of our earnings based on the success of the proposed measures. To ensure this adequate participation we prefer to get a share options package that entitles the right to buy a volume of 10-15 % of the new region incorporation. Strike price is regularly the nominal share value.

### SERVICES AND BENEFITS

- Strategic consultancy
- Operational service incl. accounting and taxation
- Selection of personnel
- Effective development and expansion strategies
- Access to specific branche networks and market places
- KPI and project controlling
- Marketing, promotion, sales

### SOMMER BUSINESS CONSULTING

#### International Business Development

International business is maintained by our Consulting division. The portfolio covers comprehensive consultancy in outsourcing, country start-up, self-service controlling, process- and project management as well as the optimization of operational models. We offer a 360°-full-service package providing companies, who want to enter German or European market. We are an international consulting company, supporting trading and service companies.

## Modular components for your market entry

### Operational sales service

In partnership with our client, we naturally also take on sales activities to acquire new customers. This usually takes the form of a cooperation agreement and a business plan for activities in the national environment in Europe. and the PR activities.

### The go-to-market strategy

We develop customized and flexible solutions to meet the individual needs and goals of our clients. By providing a holistic approach, we help them to successfully enter the market and achieve long-term success.

### Target group definition

We help clients clearly define their target audiences by creating buyer personas and analyzing the demographic, geographic and psychographic behavioral characteristics of target customers.

### Sales strategy

We develop an effective sales strategy that includes the sales channel, the sales processes and the sales staff.

### Market research and analysis

We conduct appropriate market research to identify and understand the target market segment. This includes analyzing market trends, competition, customer needs and preferences.

### Project management and implementation

We support the implementation of the developed strategy and provide project management services to ensure that all steps are carried out according to plan.

### Marketing strategy:

We create a comprehensive marketing strategy that includes digital and traditional marketing channels.

### Communication plan

We develop a detailed communication plan that defines the steps for the market launch, the marketing campaigns and the PR activities.

### Training

We organize training and support for the sales team to ensure that they can effectively implement the go-to-market strategy.

### Performance measurement

We define clear key performance indicators (KPIs) and continuously monitor the success of the strategy. If necessary, adjustments and optimizations are made.