



**Enter**Germany

**Market Entry Services**



Image © shoot4u - Fotolia.com

# Market Entry by Distributor or Licencee

A Brief Service Description

## **Market Entry by Distributor or Licencee**

With the purpose of reducing market entry risks, the utilization of external distributors or licencees can be a suitable and fast way to access the German market. An external distributor or licencee is usually well established within the market and has a broad network of customers. Thus, he is able to spread the respective products or services quickly across Germany. Since the distributor or licencee is operating for his own account and paying a commission or licence fee to the licensor, the market entry risk is very limited.

## **Objective of the Service**

Specializing in the accomplishment of market entry projects, the GCME offers foreign companies support in finding suitable distributors or licencees/franchisees.

## **Remuneration**

We put great emphasis on delivering services of the highest quality standard and integrity. In addition, it is of importance to us to provide you with a fully transparent and risk-balanced remuneration scheme, which provides all parties with a high degree of incentive to make the partnership a success.

In line with industry standards, we work according to the following remuneration schedule, based on a fixed and a variable component:

### **Initial Retainer**

An initial retainer fee to cover the efforts for screening the market for potential distributors, licencees/franchisees will be charged upon conclusion of the cooperation agreement. The amount of this retainer depends on the specific market and the complexity of the product or service.

### **Success Fee for Qualified Leads**

For each qualified lead generated by the GCME's staff an additional success fee will be charged.

### **Further Support**

If required, the GCME will assist the client in negotiating with the potential distributor or licencee/franchise and provide further advice. These further advisory services will be charged based upon our general daily advisory fees.

## **Quotation and further information**

In order to receive an individual quotation for the above-described service, please contact us.

If the described service scope does not fit your requirements, please don't hesitate to contact us in order to discuss necessary modifications.

## About **EnterGermany**<sup>®</sup>

**EnterGermany**<sup>®</sup> is the market entry service offered by the German Center for Market Entry (GCME).

As specialist for market entries the GCME conducts research and constantly generates state-of-the-art knowledge on strategies and critical success factors. This crucial knowledge is shared with advised companies from all around the world that enter the German or European market. As the GCME combines theory and practice, our clients cannot only trust our advice but also delegate their market entries to our project managers. We are committed to our clients' success. Therefore we try to assist our clients as if we were a part of their company. Through our innovative all-inclusive approach which combines physical with online-based advisory and project management services each client gets a unique service package tailored to his individual requirements and budget.

## Contact Information

**German Center for Market Entry** UG (haftungsbeschränkt)

*Headquarters*

c/o Freie Universität Berlin  
Malteserstr. 74-100  
D-12249 Berlin, Germany

*Branch Office Berlin-Mitte*

Charitéstr. 5  
D-10117 Berlin, Germany

Tel. +49 30 3060 4259

Email office@**EnterGermany**.com

[www.\*\*EnterGermany\*\*.com](http://www.<b>EnterGermany</b>.com)