



Enter Germany

Market Entry Services



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Fact Finding Mission

A Brief Service Description

Objective and Results

Objective of the **a Fact Finding Mission (FFM)** is to provide the foreign client with a broad **knowledge of market demands and requirements as well as initial key contacts** in Germany.

The **results of the EMS** contain:

- An analysis of the demand in the German market: size, trends, consumer preferences, and requirements, and overall structure (product categories, price segments, and distribution channels)
- The determination of retailer/wholesaler sourcing requirements (packaging, grading, varieties, volumes, price points, etc.)
- A benchmark of the client's products against competitive products already in the market to target competitive strengths and weaknesses
- An identification of key drivers of demand likely to affect the market within the next 5 - 10 years

Content of the FFM

The EMS will be conducted in **three main stages**:

1. Desk Research and Preparation of FFM Field Work:

- **EnterGermany** suggests the most appropriate test market region to be visited by the client's staff to achieve the objectives of the study.
- **EnterGermany** provides certain background information in advance of the test market visit including the following:
 - Statistical data on the average monthly wholesale prices and sales volume
 - Governmental and buyer certification requirements
 - List of potential buyers and trade facilitators/agents including contact information
- **EnterGermany** organizes meetings with a specified number of key market players including:
 - representatives/buyers of retail chains
 - sales agents
 - wholesalers
 - importers
 - logistics expert
 - experts of relevant business associations

2. FFM Field Work (duration is subject to individual agreement)

- **EnterGermany** will confirm meeting schedule in advance, attend all meetings with the visiting client's team and provide translation and logistical support as necessary.

- One **EnterGermany** consultant will act as a key informant to the client's team and work as a critical member of the team, participating in all meetings and analyzing findings in answering the following questions:
 1. What are the specific buyers' critical requirements for the client's product (varieties, quality, pricing, volume, delivery, packaging, certifications)?
 2. What are the strengths and weaknesses of these selected items in the German market?
 3. What is the incremental "pricing ladder" for the entire distribution channel-importer, wholesaler, and retailer?
 4. What are packaging requirements for wholesale and retail markets?
 5. What are local consumer preferences and trends with regard to varieties, sizing and other product attributes?
 6. Are there important market niches such as organic or premium and, if so, what are their characteristics with regard to products, volumes, price differential and distribution channels?
 7. Who are the most important buyers for each product in the market studied?
 8. What reputation does the client's origin have as a source of the client's products in this market?
 9. What are the normal payment terms in the German market?

3. Evaluation and strategy development

- Back from Germany, the client's research team evaluates the findings of their research trip. Together with the preliminary information about the market provided by the **EnterGermany** in advance of the FFM Field Work the client will be able to compile an in-depth report for the management. This report will be a profound basis for the further development of a market entry strategy for Germany.
- If requested, **EnterGermany** can support in the development of this strategy and its implementation.

Advisory Approach

In accomplishing the FFM and its preparation the **EnterGermany** will follow a proven and tested **step-by-step-approach**:

1. Desk Research

Initial exploration: The **EnterGermany** team will identify a number of experts from Chambers of Commerce, Business Sector Associations, the German Ministries and other relevant institutions and conduct qualitative interviews with them in order to gain a broad and in-depth overview on behalf of the client. In addition a kick-off discussion with the client's research team will be hold (telephone conference or face-to-face).

Market overview: The preliminary information described above will be collected through analyzing official statistics and legal databases including sector specific rules and regulations. Contact details of the relevant market key players will be compiled through company databases, business sector company lists as well as through the broad network of **EnterGermany**.

Submission of preliminary information package: The preliminary information will be submitted to the client in advance of their visit to Germany. A telephone discussion with the **EnterGermany** experts will be possible.

Report: All information collected will be provided in a brief report with original sources attached. If necessary, English language annotations will be made to the sources. If required, further language translations can be provided for an additional service fee.

2. FFM organization

A specified number of meetings with market key players will be scheduled in order to interview these persons, build up initial relationships and achieve the defined research objectives.

3. EMS field work support

An **EnterGermany** expert will coordinate the visit of the client's team including necessary translation (German – English / German – Chinese / German – Spanish, further languages upon request) and logistics services, act as a key informant and make sure that the research objectives will be achieved.

Costs of a Fact Finding Mission

The costs of a FFM highly depend on the specific requirements of the client (scope, number of required meetings, number of client's research team member to participate, etc.). Therefore, a general approximation cannot be made.

About **EnterGermany**®

EnterGermany® 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.

Request for Proposal

In case you wish to receive an individual service offer for your planned market entry, please do not hesitate to contact us.

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