



Enter Germany

Market Entry Services



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Market Analysis

A Brief Service Description

Objective and Results

Objective of a preliminary Market Analysis is to assess the market potential for the products or services of the client and to identify potential hurdles and risks.

For that purpose all accessible and relevant sources will be analyzed carefully. The result is a comprehensive overview of the considered German market sector including recommendations on what steps have to be taken next.

Content of Market Analysis

According to the client's individual requirements only the most reliable sources (e. g. official statistics, ministry reports, sector specific trend analyses, experts from business associations, etc.) are exploited to answer e. g. the following questions:

- *SWOT-Analysis:* What are the client's strengths and weaknesses and the corresponding threats and opportunities in the German market?
- *Analysis of the relevant German market sector:* Economic development, legal restrictions, technological state of the art etc.?
- *Competitor Analysis:* Who are the most important competitors for the client in the German market? What marketing strategy do they apply? What cooperation partners do they work with? What sales channels do they use? What sales channels they do not use and why?
- *Customer Analysis:* What do German customers expect from companies in the respective market sector? Where do they buy? Who are the most important wholesalers and retailers? What demand and requirements do these wholesalers and retailers have? What is their attitude towards new brand's products?
- *Potential Cooperation Partners:* Who could be important and interesting cooperation partners Germany? What could a cooperation be about?

Implications of the Analysis

According to the collected data and the results of the analysis **EnterGermany** will provide Tenda with a well structured report including...

- An Overview of the considered German market sector and the client's potential position within
- An Overview of the client's most important competitors and their activities in the German market
- An Overview of German customers' requirements
- A List of the most important wholesalers and retailers
- A List of potential cooperation partners
- Recommendations on what steps have to be taken next

Client's duties

The client has to make sure that **EnterGermany** is provided with all relevant data and information about products, already existing cooperation partners in Germany and competitors that is needed to carry out the market analysis effectively and efficiently.

Usually the client provides this information in an initial face-to-face workshop or an extensive video/telephone conference.

Costs of a market analysis

The costs of a market analysis highly depend on the specific requirements of the client. Therefore, a general approximation cannot be made. If you are interested in accomplishing a market analysis with the support of **EnterGermany** please contact us to request an individual service offer.

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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