



Frequently asked questions

Questions we are frequently asked and our answers. Please do not hesitate to contact us in case you want to ask a question that is not covered here. Just give us a phone call at +49 / 5224 / 69848 or send an e-mail to info@promarex.de

- 1. What kind of company do you work for?**
- 2. Why should we make use of your services?**
- 3. What if a prospect or client needs to be visited?**
- 4. What if we want to grow further?**
- 5. Maybe we'll need other specialists as well?**
- 6. Which languages do you speak?**

1. What kind of company do you work for?

Our clients in Germany are mainly small to medium-sized companies from the ICT, food and nonfood industries. The German market entry offer is specifically targeted at companies from other countries who want to start their operation in Germany without a major investment in fixed staff and offices in the beginning. It is especially appropriate for companies wanting to test the market opportunity of their products and possibly modify products and strategy accordingly prior to starting a full scale operation in Germany.

2. Why should we make use of your services?

For foreign companies, the German market is one of the most attractive but also one of the most difficult marketplaces. Although knowledge of English as a foreign language is quite common, advertising, documentation, user interfaces and support in German are widely preferred. For consumer goods there is usually a legal requirement for declaration in German.

English as business language may exceptionally be accepted when negotiating with some of the major big companies in Germany; this will generally not be the case when trading with medium-sized companies or key-accounts in the retail trade. Any company trying to find its way into the German market should seriously try to avoid a disadvantage in market perception due to a language problem.

Our market entry service enables foreign companies to make use of a professional marketing, sales and management service on a part-time basis for a daily resp. hourly fee, thus avoiding the essential cost and liabilities of full-time staff employed on a permanent basis. Marketing and sales competence will be at your disposal at the time and to the extent needed.

As your partner in the German market, we can take care of your business here on a day-to-day basis and ensure selection of the appropriate service and sales partners. We can test the market opportunity for your products by desk research for market potential and competitors, by conducting surveys or by contacting key target prospects on your behalf. We have gathered a large database of business addresses and contacts that can be filtered in order to select your target groups.

3. What if a prospect or client needs to be visited?

The central location of our offices allows us to reach most of the major business centres of Germany and an area with two thirds of the German population on a daily basis by car or train. This area includes e.g. Hamburg, Berlin, Cologne, Düsseldorf, the Ruhr region, Hannover, Bremen and Frankfurt. Cities in the



South like Munich or Stuttgart can be accessed by plane or during a trip combining visits to several companies.

Several years' experience in sales from various industries and several years of management and consulting experience enable us to represent your company when negotiating with senior executive level at your prospects' premises. Should you or someone of your staff wish to accompany us or to personally visit clients, we will gladly assist you in arranging the visit and your travel. Furthermore, our services can include search and selection of adequate sales partners who can take over the sales tasks at a later point in time.

4. What if we want to grow further?

Helping you to start your German business successfully and enabling you to grow in the German market is what our service is all about. Should you wish to take over your German operation yourself or establish a permanent representation / affiliate / branch in Germany, we will be able and willing to help you to do this. We can, e.g. help you to find the appropriate permanent staff, premises and legal advice for setting up your own operation.

5. Maybe we'll need other specialists as well?

This may be the case when e.g. artwork, consumer market research or legal advice are required. Maybe even some special programming skill is needed. Due to our long-term experience and activities in the fields of marketing, advertising and consulting we can select adequate freelancers or service companies and coordinate their work to suit your needs. We will help to ensure that these services are provided in a cost-efficient way. Should services be needed at short term notice, we can make use of a network of freelancers and companies in the areas of sales, consulting, advertising, text, public relations, multimedia, artwork, training, software development and programming.

6. Which languages do you speak?

Our native language is German. We also speak English, French and Dutch and will be able to answer your questions in these tongues. Part of the services we offer are translations of business-related texts from English, French or Dutch into German.



promarex
marketing international
Ruediger Otterpohl
Wertherstrasse 62
32130 Enger
Germany

phone +49 / 5224 / 69 848
fax +49 / 5224 / 18 99
e-mail info@promarex.de
website <http://germany.promarex.de>