

Projects (Excerpt)

Frozen food manufacturer (private label)

Northern Germany

customers:

food retailers, horeca, specialized frozen food trade

- sales director, international sales director
 - pricing system
 - coordination of European sales
 - reorganisation of export division
 - reorganisation of affiliate in France
- marketing management

Importer of decoration and handicraft items

North Rhine-Westphalia

customers:

garden centers, wholesalers, DIY stores, furniture stores, mail order companies

- sales and marketing director
 - key account management
 - sales controlling
 - new business development
 - assortment concept
 - website concept

Manufacturer of electrical appliances

Northern Germany

customers:

garden centers, DIY stores, specialized trade, mail order companies

- strategy consulting
- sales management
 - target customer research
 - sales planning
 - pricing system
 - key account development
 - sales partner search and selection
- evaluation of order processing software

Pet food manufacturer

North Western Germany

customers:

specialized zoo trade, garden centers, DIY stores

- market research
- key account presentation
- test market
- sales partner management

Nonfood rack-jobber

Rhineland

customers:

food retailers, DIY stores

- analysis and evaluation of sales and marketing concept

Purchasing and marketing association

North Rhine-Westphalia

customers:

handicraft companies

- analysis, evaluation and modification of marketing strategy