



## Even top products don't sell automatically. Certainly not in Germany.

Do you wish to enter the German market successfully? Improve chances for your company and products by making use of the professional marketing, sales and management service we offer. It is targeted to enable companies from various industries to establish a foothold in the German market fast and at reasonable cost.

### Services you will likely need

Foreign companies are facing obstacles in the German market, such as:

- cultural differences (language, mentality, habits)
- a large, intransparent and competitive marketplace
- regionally dispersed business centres

A viable strategy has to be developed and executed accordingly, many things have to be managed and taken care of locally. This is why we propose to act as your local partner in Germany, offering services like:

- **market research and analysis**  
finding out about market opportunities
- **market entry strategy development**  
assessing strategic options
- **marketing and communication management**  
developing and spreading the right messages
- **marketing and sales planning**  
planning and assigning resources for execution
- **product and sales material audit and adaptation**  
adapting your product to the market's needs and habits
- **sales partner search, selection and management**  
finding and managing the right sales partners
- **marketing, sales and general business support**  
arranging for everyday business tasks
- **business branch localization**  
setting up your permanent office in Germany

### Your benefits

As your local managing partners we will take care of any aspect of your operation in Germany that needs to be handled locally.

Thus we can help you to set up and develop your activities in one of the most exciting and important marketplaces.

You will benefit from:

- neutral and objective advice
- comprehensive market analysis and knowledge
- your product, sales and advertising material adapted to German market needs and habits
- flexible use of services instead of hiring employees
- transparent and reasonable fees
- no hassle with coordination of specialized local services
- stand-in business support for everyday tasks
- neutral selection of potential sales partners
- services available at short notice
- daily access to a region with more than 50 millions inhabitants



### German market entry management

We accompany clients during the process from market analysis to actual canvassing of new prospects. We also assist in screening and selection of appropriate sales partners.

We can act as your representatives in Germany during this decisive introductory phase and can assist you in the process of setting up your own affiliate organization if you want to pursue that option. We will also manage your local sales partner network.

You can also expect us to provide consulting, marketing, management and general support services on an ongoing basis even after conclusion of the initial market entry phase.

### Centrally located and fully equipped

Our offices in the Bielefeld / Hannover business region are equipped with all necessary information and communication technology.

From this central location important business centres in Germany can be reached in one hour (e.g. Hannover, Münster, Osnabrück, Paderborn) to two hours (e.g. Ruhr region, Cologne, Düsseldorf, Hamburg, Bremen) by car or train.

The Dutch border is just one hour away, Amsterdam about two hours and a half.

**Who we are**

We are a marketing, sales and management consultancy established in 1995 with experience from the ICT, food, nonfood and service sectors. We provide market entry and management services to foreign companies willing to start and operate their business in Germany professionally and who want to control risk and expenditure.

Our services are best suited to companies who favour a systematic and strategic market entry approach, thus enabling build a sustainable business presence and customer base in Germany.

Due to our long-standing experience as business consultants and providers of professional services we have access to a vast network of specialized and seasoned service companies and free-lancers with various areas of expertise, such as e.g. advertising, promotion, web-design, application development, text and translation, legal advice.

**Industry experience (excerpt)**

**IT:** document management • housing administration • e-government • forecasting and order management • architecture portal • balanced scorecard • content management • internet service provider • instant messaging • web design

**Food:** cereals • cordials • poultry products • coffee • chocolate • delicatessen / pickles • meat products • ready-to-eat desserts • dairy products • convenience meals • breweries • fruit juices • frozen fish products • pet food

**Nonfood:** sports apparel • car radios • tyres • sun cosmetics • pencils • special glass and ceramics • glassware • ceramics • decorative products • LED lighting • toys • car glass

**Various:** advertising agencies • automotive • mail order • wholesaler • shopping carts • training • healthcare



Heinz Rüdiger Otterpohl

**More than 25 years' experience in marketing, sales and management**

Born in 1956, Mr. Otterpohl holds a university degree in economics since 1981. Marketing and sales have been his primary areas of expertise for more than 25 years: 12 years' experience in the food and nonfood industries; more than 15 years in consulting functions and the IT sector. He has held management positions up to vice president level in larger medium-sized companies and gathered comprehensive experience with clients from various industries in marketing & sales management functions as well as in consulting assignments.

Mr. Otterpohl works as an independent consultant since 1995. He is also owner and managing director of a company in the healthcare sector. He has thorough sales experience from the IT sector (projects from 10000 € to 200000 €) and several years' experience developing marketing concepts for advertising agencies and consultancies.

He has extensive experience in international business from management positions and consulting assignments in various industries. A native German, he speaks English, French and Dutch.

**Comparison of strategic market entry options**

This table gives an overall assessment assessment of various options available for an approach to the German market. We know it is difficult to judge on an option when the actual objectives and the potential partners are not known. So this table gives just **our** opinion.

critierion	our services	general reseller	several resellers	local sales agents	affiliate company	you on your own
neutral advice	yes	probably biased	probably biased	probably biased	probably biased	none
market analysis	good/ excellent	good/ excellent	somewhat restricted	limited	somewhat restricted	limited
priority of your business	high	average	limited	average	high	low
your strategy	very important	somewhat important	somewhat important	somewhat important	very important	most important
availability lead-time	immediate	several months	several weeks to months	several weeks to months	several months	dependent on resources
marketing expertise Germany	excellent	???	???	probably none	hopefully good	???
product adaptation	yes	maybe	hardly	no	no	difficult
management of local external services	yes	hardly	hardly	no	yes	most difficult
discretion	yes	hardly	hardly	some	none	none
everyday business support	yes	somewhat	somewhat	somewhat	yes	do-it-yourself
active sales	tests and key-accounts	according to priorities	according to priorities	according to priorities	yes	dependent on resources
regional coverage	dozent	good	good	good	dozent	hardly any
industry coverage	varied	varied/ restricted	varied/ restricted	varied/ restricted	varied/ restricted	some?
local sales partner search	yes	hardly	not applicable	not applicable	yes	most difficult
local sales partner management	yes	somewhat	not applicable	not applicable	yes	most difficult
user after-sales support	none	yes	yes	hardly any	yes	some?
fixed cost	according to usage	some	some	very low	very high	dependent on resources
variable cost	none	high margin	high margin	high commission	some	some

**Contact**

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