

BUSINESS SUPPORT ON NEW MARKETS

Most companies who are taking their first steps in to a new market ask for a combination of market information and market contacts, according to the following pattern:

Step 1 Market check of a certain industry / market / sector

Step 2 Identifying and contacting suitable partners (agents, clients, distributors) in this sector

Svea Kanal can offer you services to match these needs – as follows:

STEP 1 – MARKET CHECK

Overview of the market situation for the product/service in the country/region.

Market size (general and specific)
Development 3-5 years back / 3-5 years forward
Market pricing description
Main players on the market (competitors, big customers)
Segmentation
Sales and distribution channels
Industry organizations, trade fares, trade magazines for specific industry
Summary, market potential assessment and describing which type of contacts should be sought in step 2

DELIVERY

Written report in English, Croatian or Swedish, within 4 weeks.

NEXT STEP -FUTURE

Depending of need of the client and findings from performed market research – assignments will alter. Additionally to Step 1 and Step 2 we can offer services such as:

Cold contacts (long lists)
Producers/manufacturers
Establishment process
Seminars – presenting and meeting your warm contacts
Visiting program – including translation and scheduling of meetings with warm contacts.
M&A searches
Sector analysis

DELIVERY

Usually a written report in English, Croatian or Swedish – but it is chosen to be suitable the assignment.

STEP 2 – BUSINESS CONTACTS

Based on

a) the outcome of Step 1 and
b) a detailed search profile by the client.
Contacts are made with suitable contacts by: (usually a distributor or agent, sometimes a customer or end-user)

Scanning contacts
Matching contact against the client search profile
Contact the most suitable selected companies
Present client company material to new contacts
Ask if they would be interested in meeting or discussing business cooperation with your company

DELIVERY

Written report within 4 weeks (Eng, Cro, Swe). Including listing of 3-5 "warm" who match the profile criteria to min. 90% and who are interested in co-operation. Also listing the "Suitable, but not interested companies" and reason why they are not interested (sometimes, no interested companies are found under Step 2)

The most simple way to find out if the west Balkan/Scandinavian market is interesting for your company - is to formulate your needs.

What information do you need in order to know if west Balkan/Scandinavian market is interesting enough for your company?

When you have specified and formulated your needs for a decision base, send it to Svea Kanal and we will make you an offer according to your request.

Make sure you don't miss the opportunity to make the best strategic decision!

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