

## Establish your business in new markets

**Entering any market in a serious way requires competent attention to a range of issues which require hands-on local, know-how, experience and presence.**

Although you can obtain information on many issues from abroad, the issues of “getting things done” in just the right way is critical to your success in any market.

Entrance and openings into a new market may arise by coincidence, through your existing customers or by focused decision. Regardless of which got your eyes on this market - the business framework to suit your ambitions must be created.



### The “Market introduction program” by VIRKON

**Get practical advice to cover the main issues for establishing your business in a new market**

**The Market** - you will need a clear view of the market for your product – Size, heading, segmentation, main players, competition etc. Your country trade council will quite often be able to help you some of the way. We will dig deeper and get the actual situation in the market today.

**How to enter** - where are the market openings, how can you enter efficiently, which set-up do you need short and medium term, what are the ‘real’ ‘to-do’ list and what is the cost.

**Your business proposition** - is critical to your success - will it work in this market

**Operational requirements** - local presence, administration, safety, insurance, trading t&c's, Logistics issues delivery and return set-up

**Tax** - implications of your set-up and optimum implementation

**Conformities and approvals** - localizing of product and documentation as well as insurance of local compliance to legal and physical requirements

**Service and warranty** - set-up for any after sales support which may be relevant. E.g. Legal requirements, expectations, delivery, opportunities and cost. How do you face your customers?

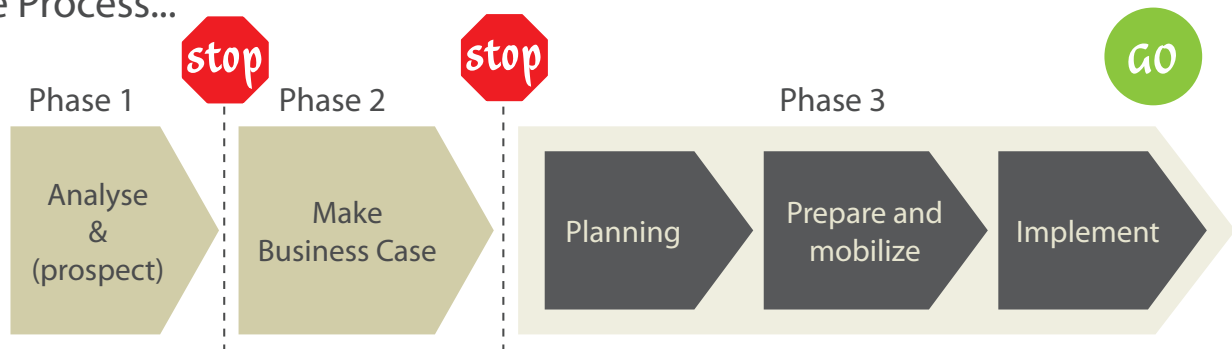
**Sales** - channel strategy, customers, organization & people, Initial feedback from target segments, possible partner's (resellers-distribution-franchise models) Marketing – legal conformity, launch plan, PR plan, media plan, event planning and short list of possible bureaus

## How we do it

In collaboration with you and other relevant support programs and service providers we will advise you on the relevant tasks, actions and decisions you need to make with the objective to give you the opportunity to establish your business in the optimum way related to your actual situation and ambition. Each area of to-

pics will be covered by experts in the area of competence and well as include actual market intelligence for your business segment. We make extensive use of our active business network, other clients and practical experience to provide practical advice on solutions which work.

## The Process...



## Outcome

The outcome of a “market introduction program” will give you the best possible foundation for deciding the focus of your time and resources.

You will have a clear plan of actions with well defined tasks and responsibilities, as well as suggested tactics

and implementation advice on the relevant topics for your business.

You will save time and money and will be able to take advantage of your business proposition by starting faster and better.

## VIRKON “provides working practical advice”

**Virkon has the opportunity to support your efforts to enter new markets by subvention of 50% of the regular support fees, a 3x3 Hours advice program, thus offering a ‘getting started’ package at 6000 DKK**

**We provide** result oriented advice, based on practical experience and deliver solutions which are operational, measurable and work in practice.

**Our advice** covers all areas of concern to owners and managers - from the professional board work, strategy and business development, practical organizational development and to sales and marketing functions of any kind.

**Virkon consultants** all have considerable expertise and experience from many years of working as managers or specialists in both local and international companies and we are now using our different skills to also help and advice small and medium enterprises.

**Our partners** are accredited associates of the institute of independent business (IIB) and active members of the global network with more than 5000 experienced colleagues.

**Virkon offer** companies an initial meeting where issues and solutions are identified.

Virkon’s very attractive Business Support Program ensures continuous advice that works.

**Our advisors** are contacted directly or via the website [www.virkon.dk](http://www.virkon.dk).