



**WELCOME TO GERMANY:
COMPONENTS FOR YOUR SUCCESS**

OUR EXPERIENCE FOR YOUR SUCCESSFUL MARKET ENTRY #332719232

Hope is not a business model

You have a successful product or an already successful brand or service in your country. You are planning to expand your business to Germany?

Or you are not yet satisfied with your initial brand entry into Germany,? The expansion is faltering, earnings are lower than expected?

We can help you to realize your goals and make your expansion to Germany a lasting success.

Over 25 senior managers with together over 600 years of experience in operational responsibility and consulting will support your needs and will help to avoid known strategic and conceptual errors.

Our expertise is your success as we do have the right instruments and the right network for the right strategic and concepts to ensures the rapid implementation of your expansion plans.

The German Market

The German economy is robust and, according to current studies, will experience due to the Covid-19 crisis less dramatic slump than other countries.

Germany is not only the most populous country but also by far the largest economy in Europe. With over 100 million inhabitants, the German-speaking economic area is very attractive for many foreign companies simply because of its size. Moreover, suitable products and services can be transferred relatively easily from here to the German-speaking countries of Switzerland and Austria (D-A-CH). But the German market is also considered to be one of the markets with the highest demands on competition and many special regulations.

Supporting companies in successfully entering this market is one of the main areas of expertise of conlab Management Consultants. We support you in strategic and operational issues and assist you in implementing your expansion in line with your needs.

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We are your link to the German market:

- We examine the basic requirements for your sustainable and successful market entry.
- We have the necessary and supporting network for a successful regional and national expansion.
- We find the right partners, platforms and locations for your profitable business

Steps to your successful market entry



The Challenge

The German market is very attractive for many foreign companies due to its size, but a market entry into that market does need some preparation.

What works very well in your own domestic market does not automatically have to be successful in Germany. Although international (trading) companies have successfully established themselves in the German market, a number of companies have left the market after a loss-making period.

It is therefore essential to take an intensive and critical look at the decisive success factors beforehand.

For any successful expansion it is not only necessary to consider the "hard" facts such as product/assortment, financial and human resources, but also "softer" factors such as the different cultural conditions. Many studies show that it is precisely the cultural differences that pose the greatest challenge when expanding into Germany.

These differences, as well as legal and fiscal conditions, can influence the intended corporate structure, the planned market and sales strategy, the products ranges, the pricing strategy, as well as the choice of location and personnel. All this should also be taken into consideration at every stage of the decision-making process.

A foreign company planning to enter the German market should therefore first check whether it fulfils the basic requirements for a sustainably successful market entry.

Comprehensive and detailed market, competition and customer analyses are necessary in order to adapt the product or business model that has been successful in its own country to the local conditions in the DACH region.

A supportive network of regional, local partners can also be helpful here. The conlab consultants have the appropriate long-term industry-specific contacts and networks, know the market and thus help to minimise the challenges.

Developing new markets	
Opportunities	Risks
<ul style="list-style-type: none"> ▪ Entry into an attractive market ▪ Development of a profitable growth segment ▪ Risk equalisation for the core markets ▪ Strengthening the brand ▪ Development of an international market position 	<ul style="list-style-type: none"> ▪ Country and cultural differences ▪ Other customer expectations ▪ Lack of market and industry expertise in the target market ▪ Underestimation of resource requirements (finances, personnel)

Our Services

The conlab Management Consultants are your link to the German-speaking market. Conlab will support you in the following fields of activity in your successful entry into this market, just as we support the overseas expansion of companies from the local economic area.

Market analysis & business plan

- Determination of the market potential and preparation of a market study including a detailed market, target group and competitor analysis
- Evaluation of possible barriers to market entry: e.g. legal regulations, access to important market partners
- Preparation of a business plan including a go-to-market strategy including the positioning and clarification of possible subsidies
- Defining the best market entry scenario and determining the form of market entry
 - Placement of product or area concept
 - Search for strategic alliances
 - Acquisition of a local supplier
 - Structure of an Own-Retail
 - Search for potential franchise partners

Concept development

Product Range:

- Review and adjustment of the assortment and assortment structure
- Price architecture: Development of price ranges/price points in comparison for the German market

Marketing:

- Detailing of the developed marketing strategy (positioning, brand)
- Creation of a national marketing plan (seasonal themes, colour themes)
- Support in structured search, evaluation and selection of marketing agencies

Stores / Estate

- Creation of a branch expansion plan to support the market entry strategy.
- Search, evaluation and selection of potential locations and potential partners

Online:

- Creation and support in establishing online business (webshop, platforms)
- Search, evaluation and selection of potential partners for fulfilment

Store Design:

- Search, evaluation and selection of potential shop design companies,
- Adaptation of the merchandising and signage concept to the German market

Personnel:

- Support in the search, evaluation and selection of potential employees for the country office and locations

Supply chain:

- Support in the structured search, evaluation and selection of logistics service providers for procurement, warehouse and distribution logistics

Implementation

The conlab Management Consultants also support you in the concrete implementation of the concepts and defined measures that have been developed (and monitor their realisation).

The conlab Management Consultants stand for professional, practice-oriented management consulting. Constructive solutions are sought and implemented for upcoming problems.



Project example

The conlab Management Consultants have extensive project experience in supporting the market entry of manufacturers and retailers into the German market:

Market entry of a furniture manufacturer

Company: Our client is one of the major manufacturers of functional furniture overseas. The produced furnishings are partly manufactured and distributed under licence in various countries of the world. In the domestic market the products are also offered through own retail shops.

Task: The company's goal is to grow significantly in the EMEA region. The D-A-CH region represents a new central core market. In the past, there have already been attempts to penetrate this high-turnover but highly competitive market.

The company first wanted to gain an overview of the specifics of the market and its key players. In the short term, contacts with potential target customers (especially in Germany) were to be established in order to gain an opinion.

Approach: Conlab provided the desired market overview in the form of a moderated workshop. Immediately afterwards, the results were processed and important target customers identified. Conlab coordinated and accompanied the dates. All visits were prepared and discussed both in advance and afterwards, and the next steps were agreed upon.

Result: Within less than 6 months of the mandate, the client had already had direct personal contact with the relevant target customers developed after the kick-off workshop.

More information: We would be happy to send you further project examples.

Why conlab

The **conlab Management Consultants** are a long-standing successful company with the highest levels of management and implementation expertise.

More than 25 consultants are located and active operate **nationwide**.

In our **Competence Center Retail**, we combine the expertise of our proven retail experts with many years of practical management and consulting experience in German and international retail, both in stationary and online formats

We have many years of proven experience with successful market entry projects of international manufacturers and dealers.

We have and maintain a broad and network and have good access to our clients through our consulting mandates:

- retail companies, affiliated groups and franchise specialists
- Shopping centre operators and estate agents.
- Other service providers e.g. in marketing and fulfilment

We stand for professional, practice-oriented management consultancy.

We offer consulting, concept development and support during implementation, if desired up to interim management.

Due to our flexible setup in an agile organisation with low overhead costs, we are able to offer different contract options and billing models.

Your expert team



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Stefan Konen is head of the conlab Competence Centre Retail and an expert in non-food trade. He is specialised in topics such as business model development, business development, change management, marketing and sales. For more than 20 years, he has successfully held various functions and management positions in national and international trading companies, both in stationary and online formats. In 2014 he changed to the Conlab Management Consultants. In the course of his professional career he accompanied the German market entry of Marks & Spencer and successfully supported various franchise and concession concepts in their expansion in the German market.



Ralf Heinemann
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Ralf Heinemann is a retail expert in the non-food trade and specialises in market entry strategies, business development, marketing and sales, especially in the living area. For many years, he was responsible as managing partner of a large furniture store and gained international experience early on. In the course of his career, he worked for Musterring International and La-Z-Boy in the field of international trade/market entry.

Brand positioning, the development of a suitable distribution network, culturally adapted customer relations, as well as his excellent contacts in the furnishing industry are some of his core competences.



Daniel Lambert
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As Country Manager and Managing Director, Daniel Lambert has introduced, developed and strengthened highly recognized lifestyle brands. He brought and accompanied brands to Germany and supported their expansion. His operational knowledge was as well asked by international companies abroad. His aim is always reflecting on the view of the customer and the services going together with it. Having had the chance to reinvent an existing restaurant chain of a nation wide operating department store he connected and integrated the restaurant into the retail needs. Based on this success the "POET = Place Of Emotional Transaction" was developed, a program to support the transformation of an average POS into a successfully customer experience, helping several companies to relaunch their brands.

Impressum

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