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IC Business Development

A Comprehensive Consulting Approach

In order to prepare Improvement Catalogues, we conduct a firm analysis with the quality demand of a Market Research Company in the German speaking area.

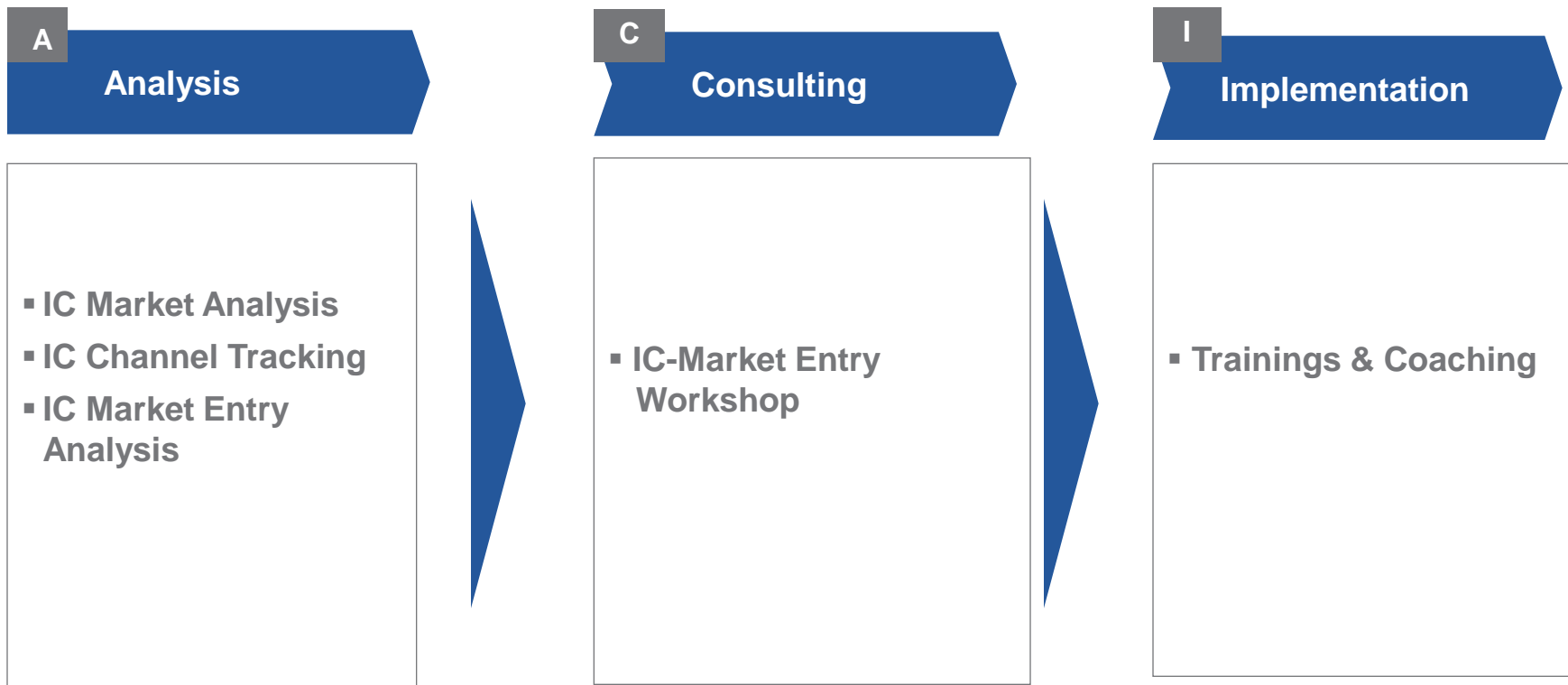


The consulting stage includes the conceptual solution to the problem and the development of an Improvement, which is always conducted in collaboration with the client.

In the Implementation Stage, through Trainings and Coaching, the management level and the employees will receive the skills needed to succeed.



Business Development – Growth by Opening of New Markets



A

Analysis

- IC-Market Analysis

IC Market Analysis: Your Benefits

Edge In Knowledge

- You have an edge in Knowledge compared with the competition and you have the possibility to make decisions supported by valid market data

Overview

- You can see market from different points of view (Producer, Distributor, End-Consumer)

Competition

- Analysis of the Competition and the key success factors from an independent perspective.

Marketing Measures

- The Market Analysis enables a successful control of marketing measures.

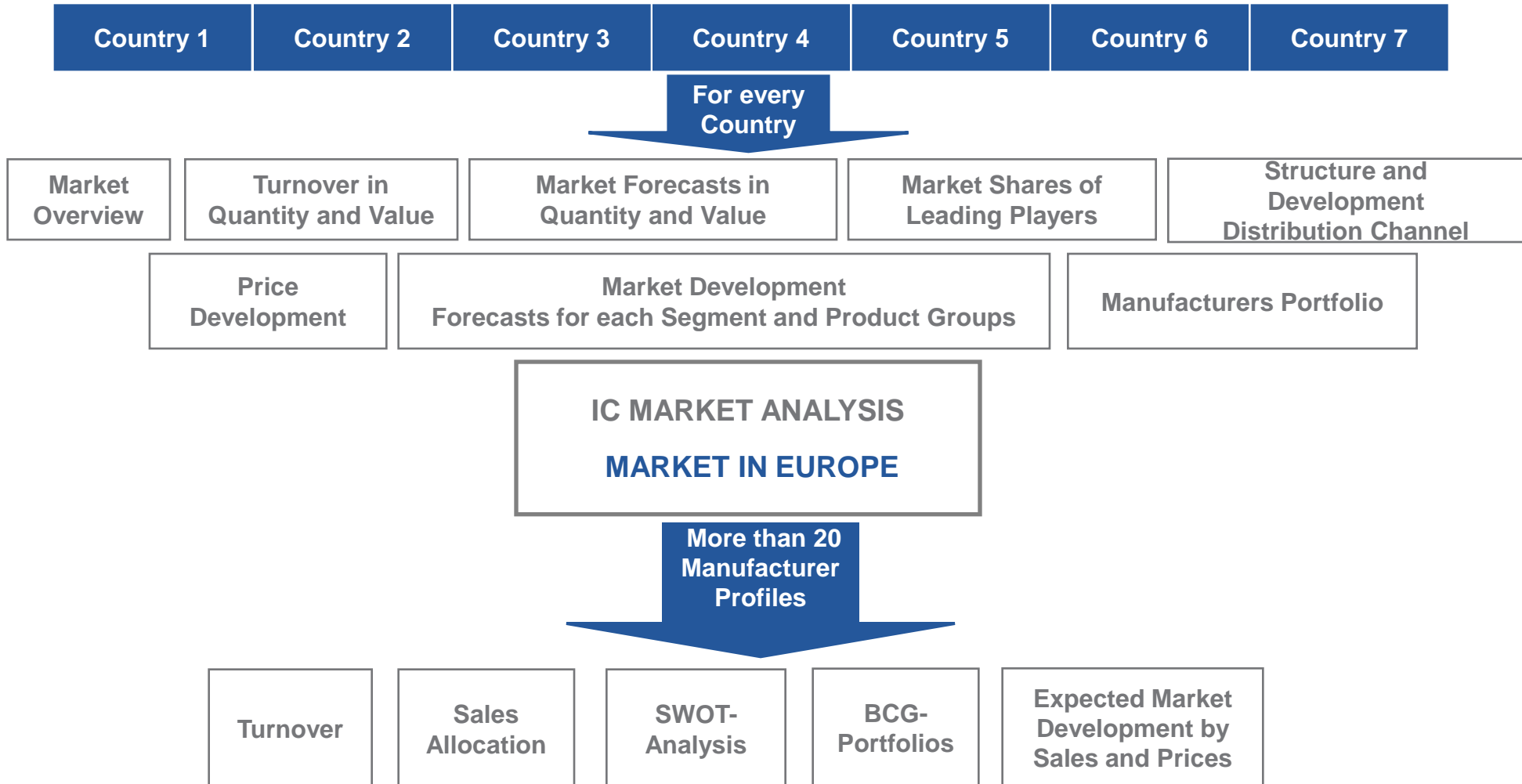
Planning

- Your Planning will be made easier through industry figures and multidimensional Market Shares.

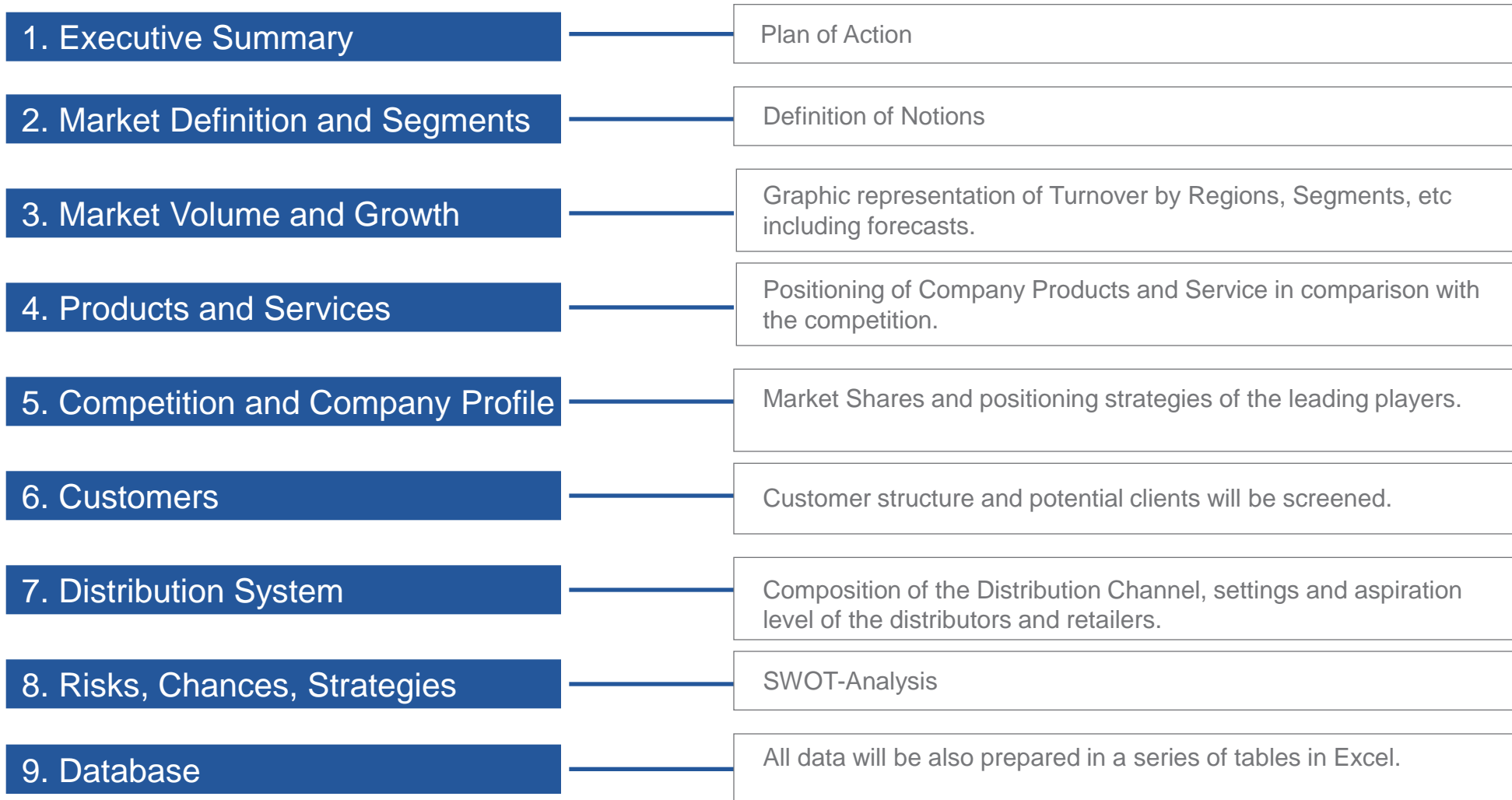
Growth

- You can identify growing segments.

Example Configuration of an IC Market analysis

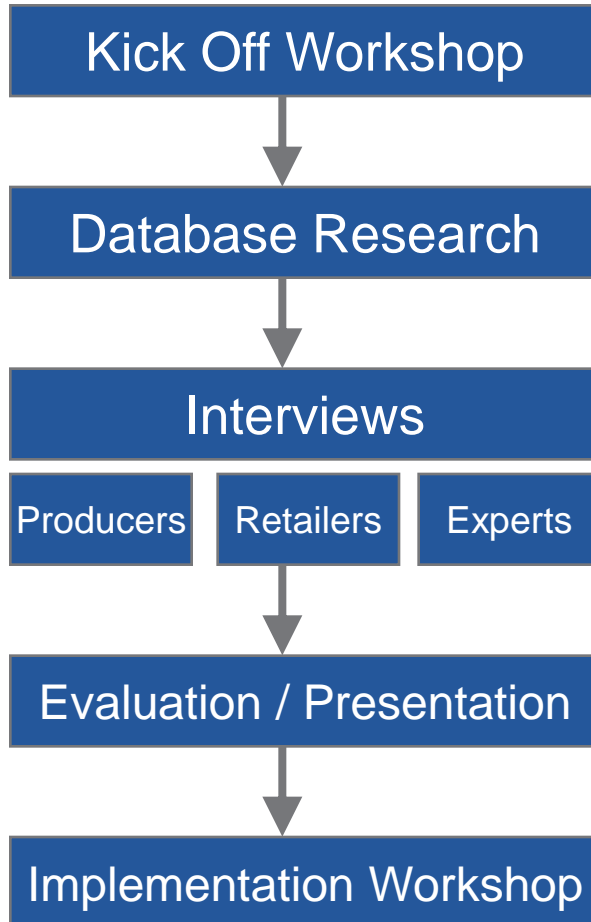


Typical Structure, complexity depends on the problem.



Market Analysis: How is the data typically collected?

Project Flow

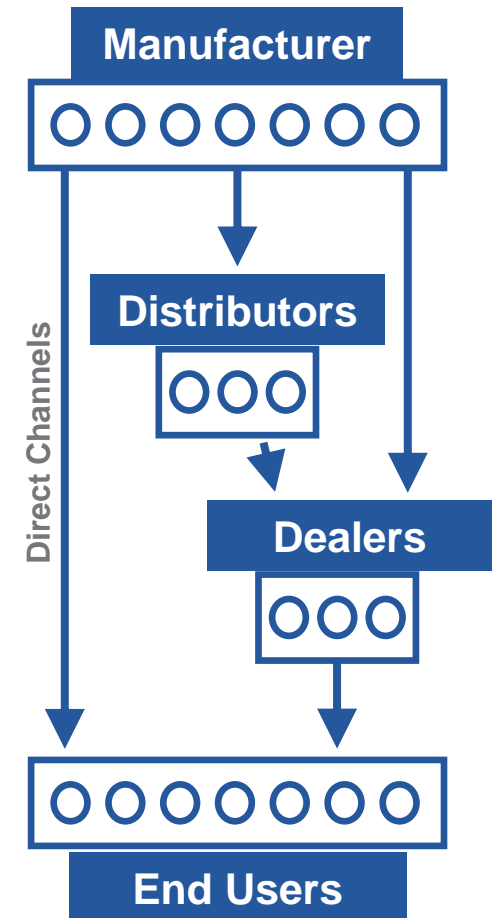


The foundation for the research are the interviews (written questionnaires or telephone interviews) conducted with the most important manufacturers.

The companies who cooperate will receive a defined part of the study which guarantees a high response rate.

- Companies that refuse to cooperate, will be determined through expert interviews, databases, bank inquiries, supplier information and other sources.

- These data will be in most cases submitted to the companies for authorization. Estimated companies will be shown as such.

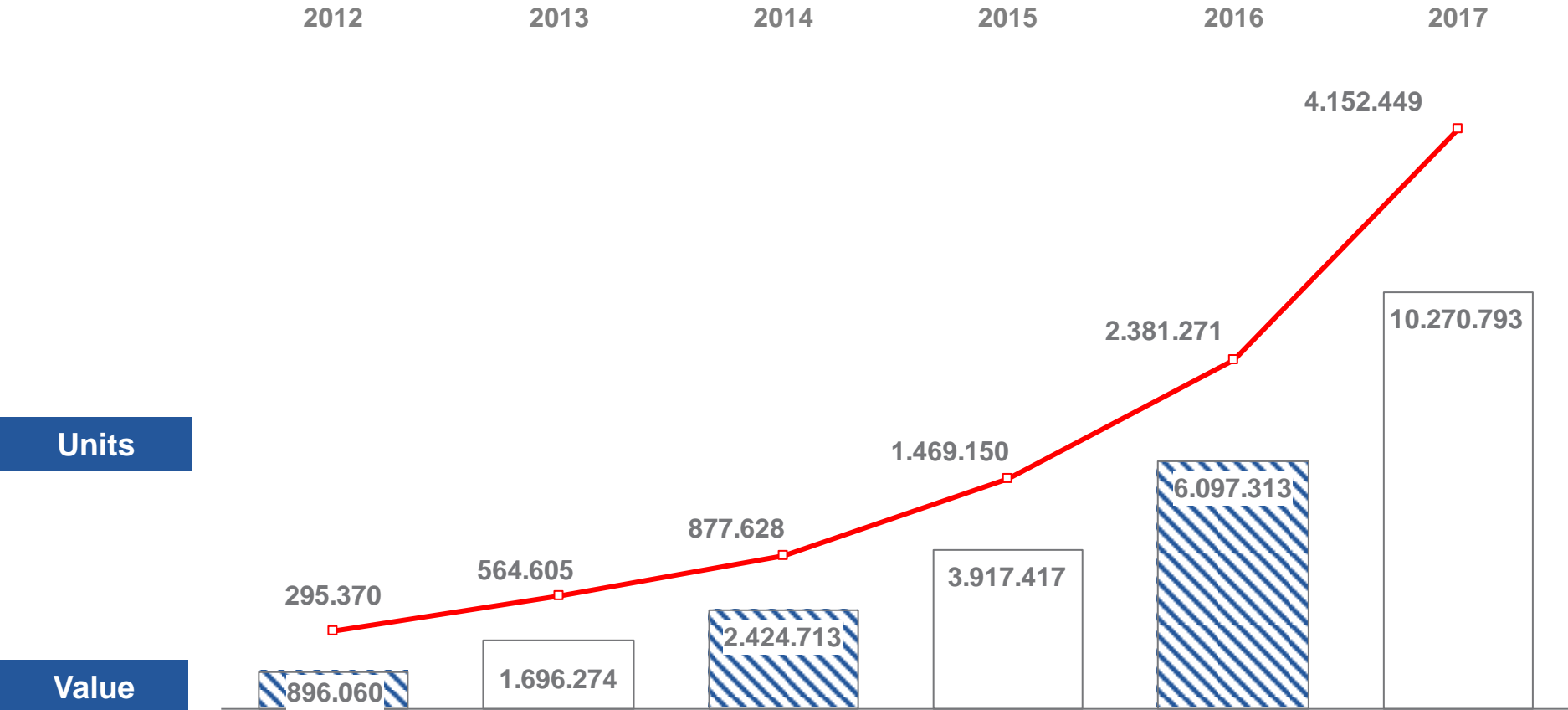


Example Analysis: Turnover Figures

Whole Europe: Product X Total Market Development 2012 -2017f

Amount in Units, Value in 1000 EURO

● → Forecast

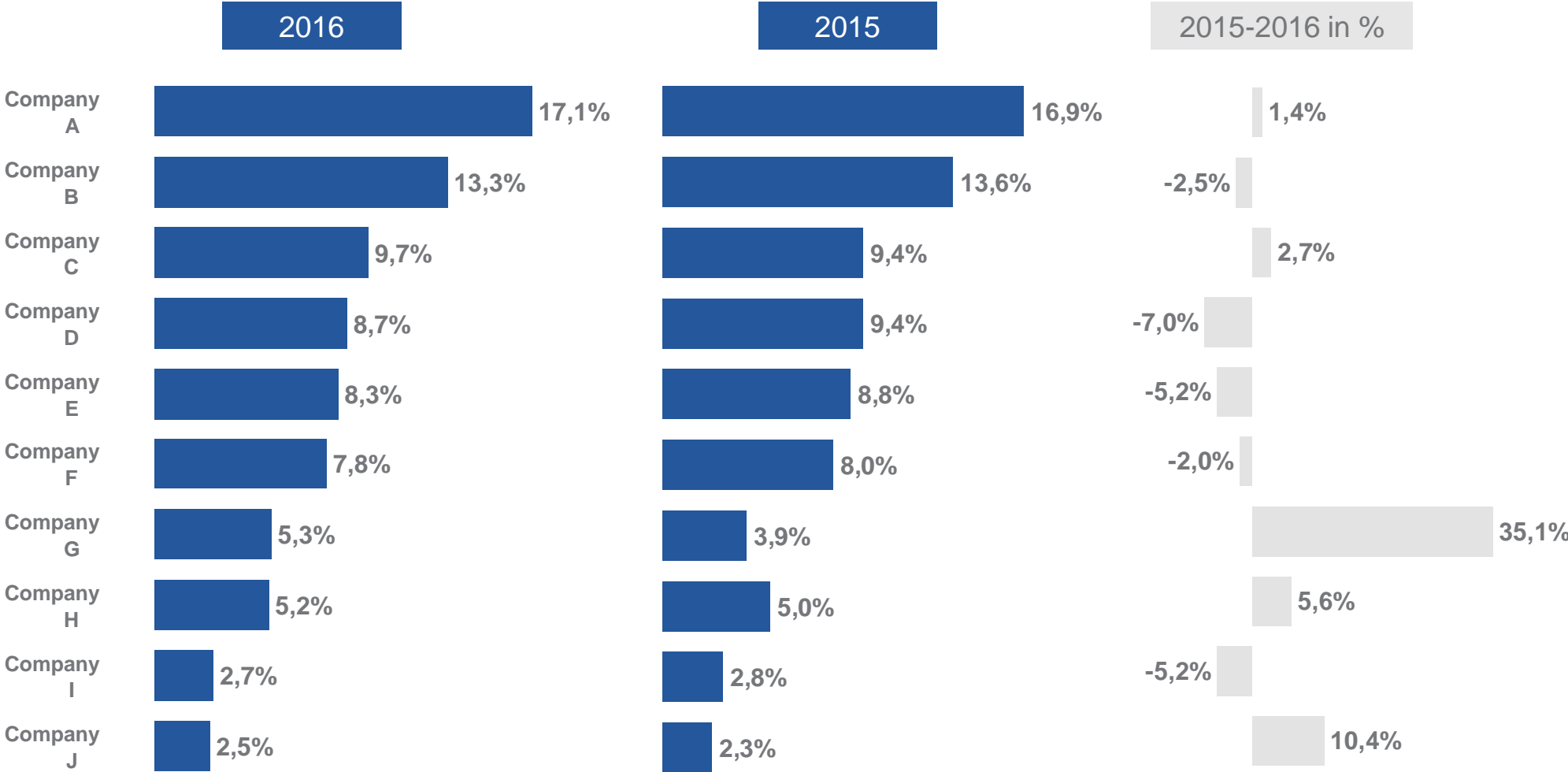


Units

Value

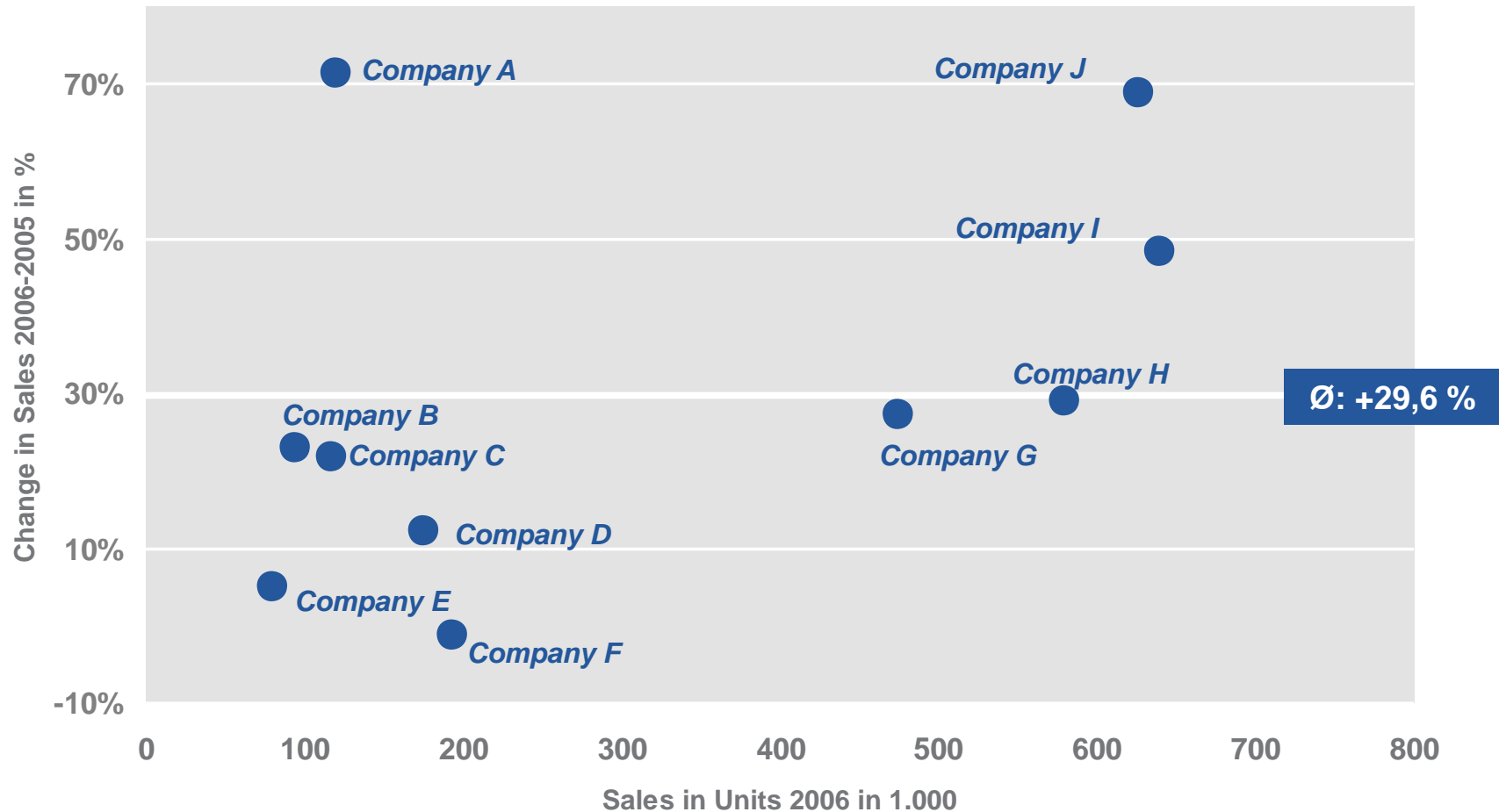
Example Analysis: Market

Product Category XY: Market Shares according to Value Top 20 (1-10), 2015-2016; Change in %



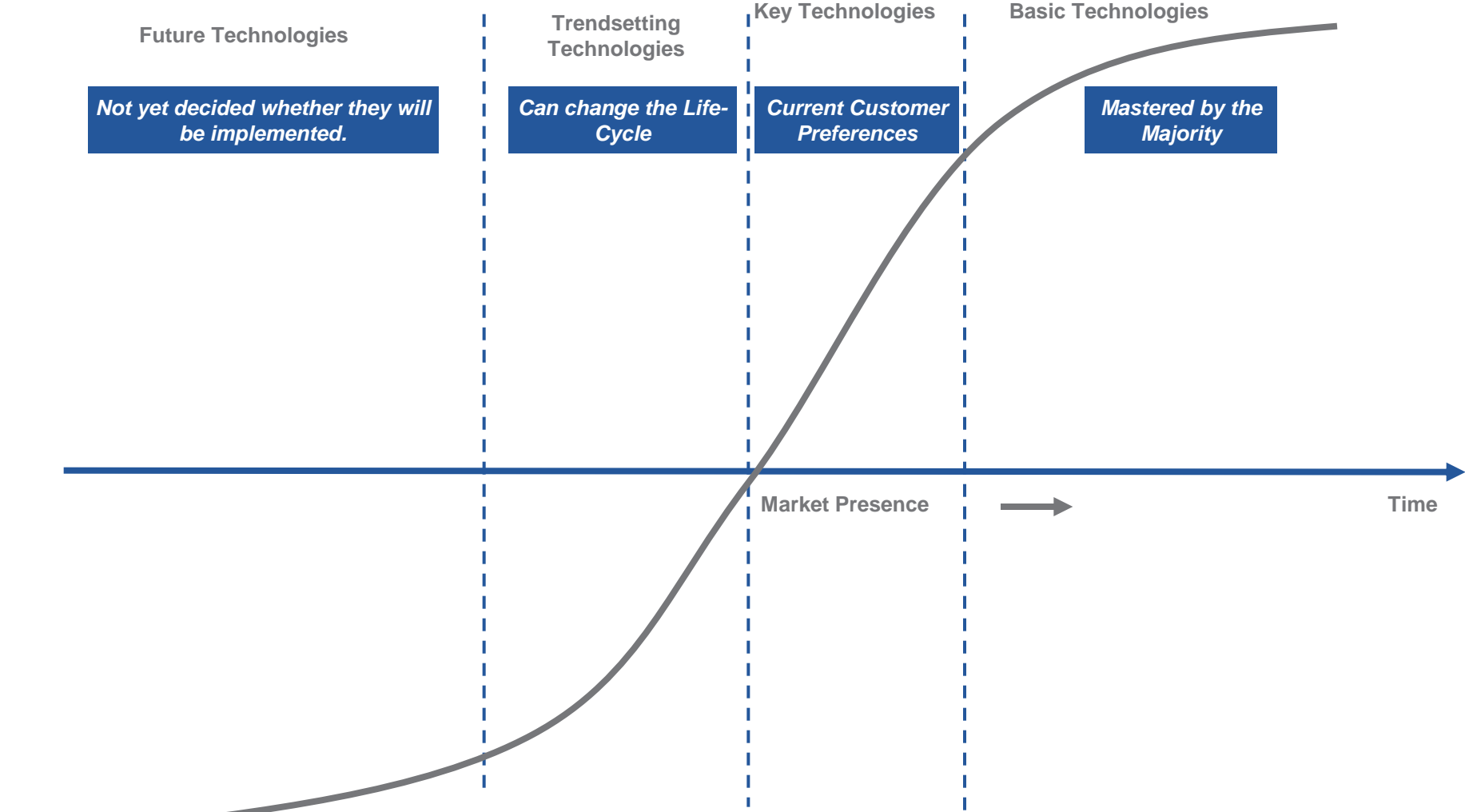
Example Analysis: Company Portfolios

Company: IC-Dynamic Portfolio Product Categories XY TOP 10 Companies



Example Analysis: Qualitative Strategy Recommendation

Window Market



A

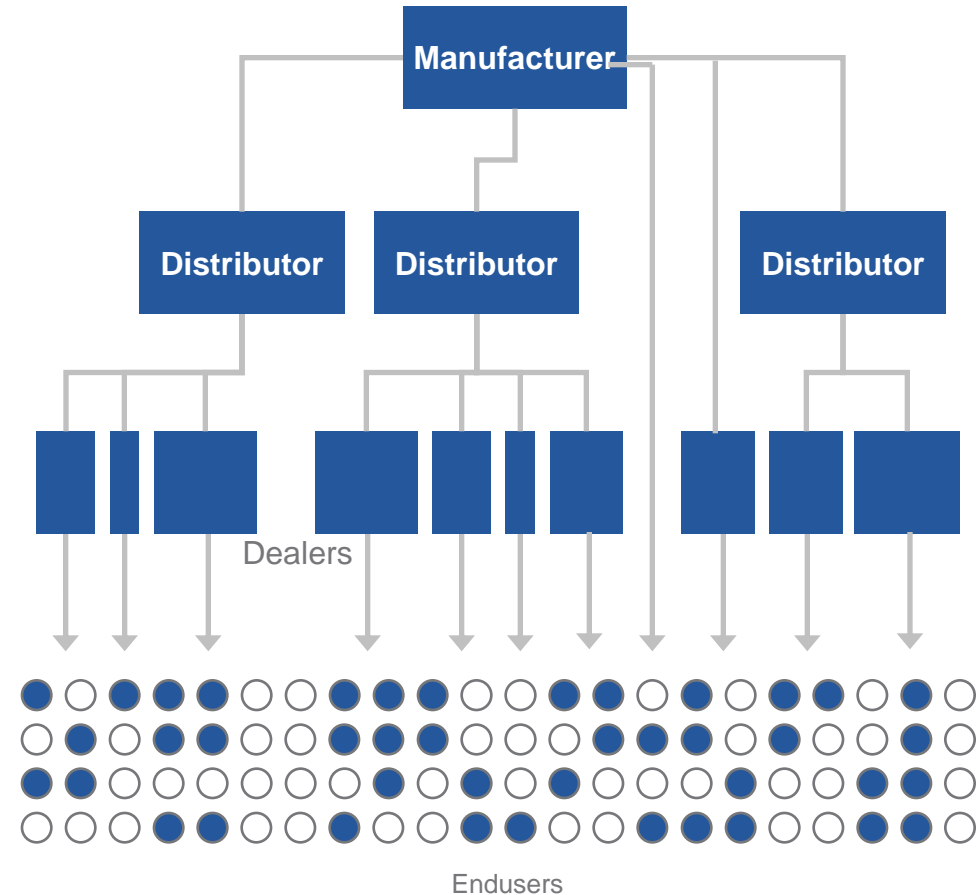
Analysis

- IC- Channel Tracking

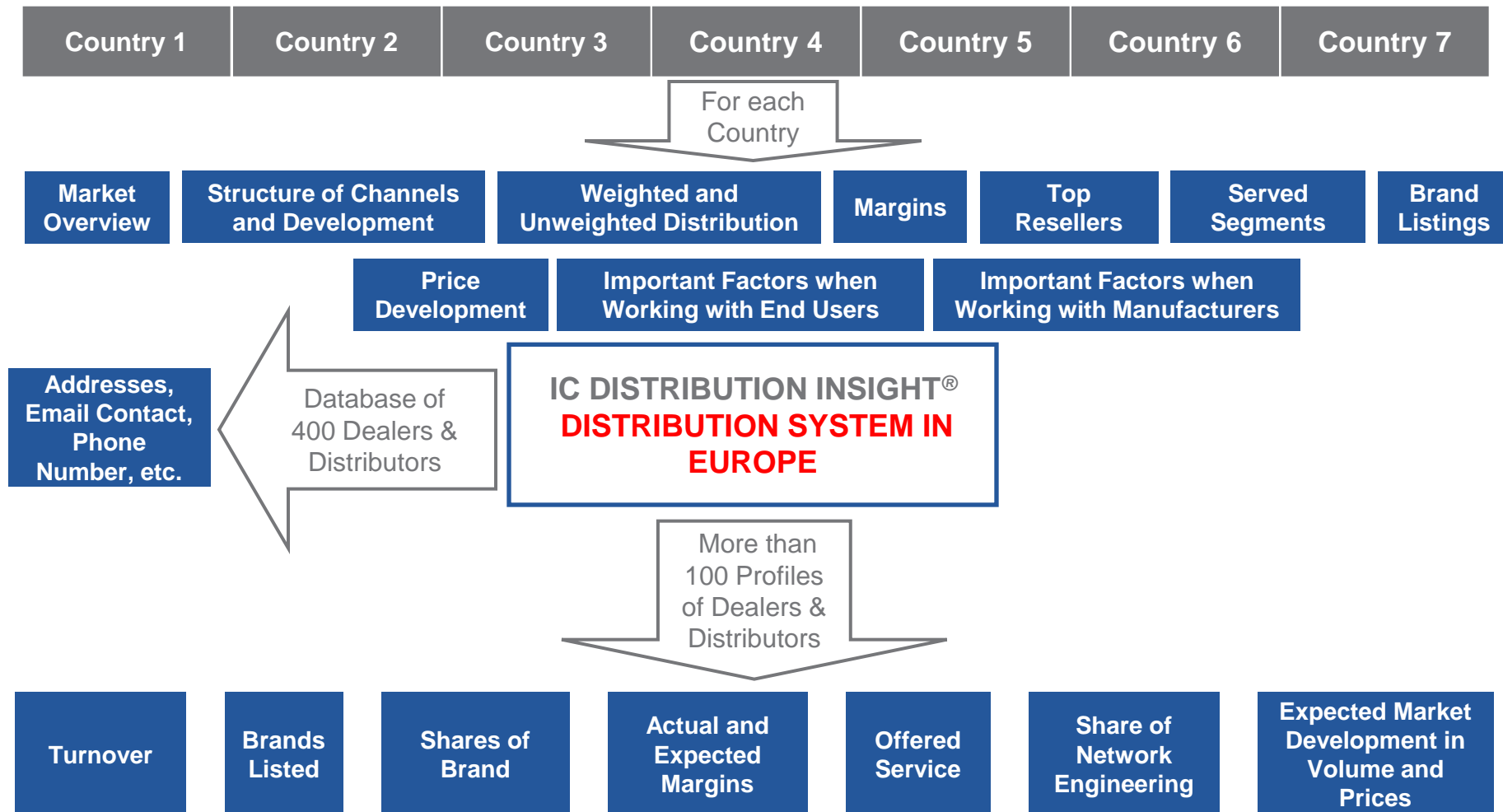
What Are the Benefits?

The IC Distribution Analysis helps you ...

- to get an overview about the distribution system in your product group in the international market
- to see which dealers / distributors have which brands
- to get information about the dynamics in the channels
- to get to know what the dealers are thinking about your company
- and most importantly: it helps you to manage your distribution channels more effectively.



Example Structure of an IC Distribution Analysis

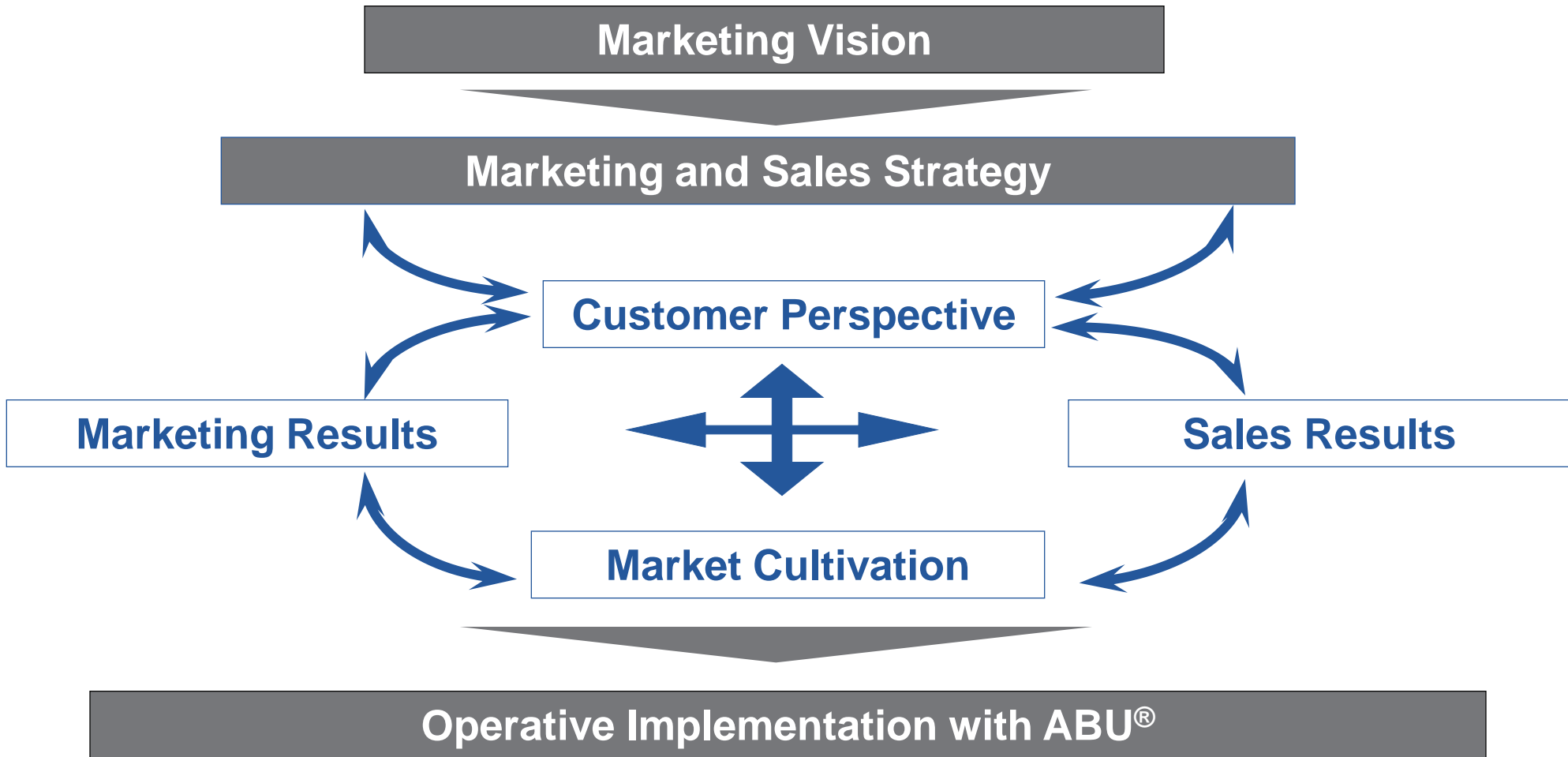


B

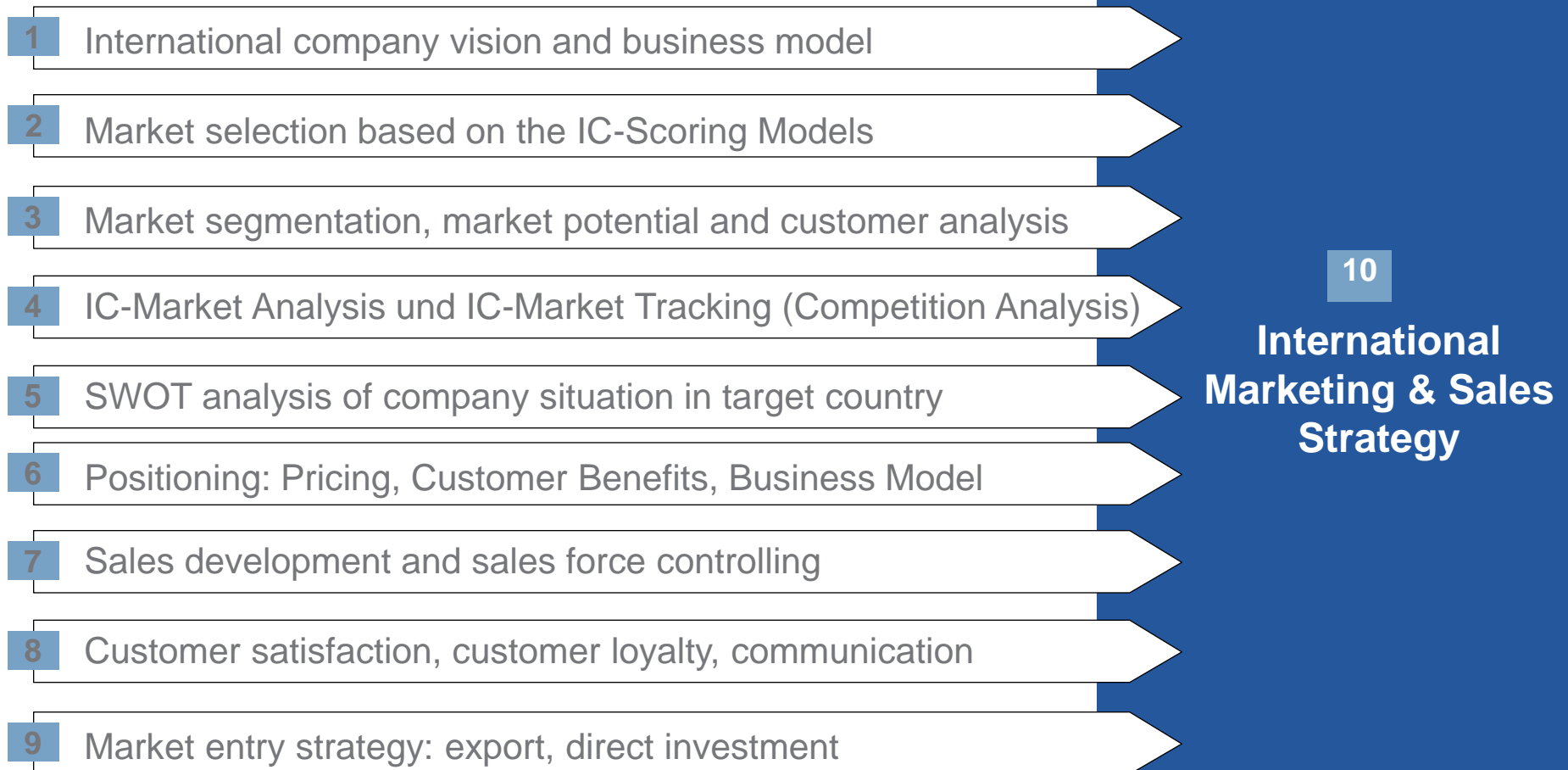
Consulting

- IC-Market Entry Workshop

IC Market Entry Workshop



The IC Method: 10 Steps towards Success!





I Implementation

- Training Methodology
- Coaching Methodology



For your further questions
we are available around the clock!

Interconnection Consulting

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IC
we show you the way