

# GoEurope!



- Launch your European business within 6 months
- Don't waste time and avoid costly mistakes
- Ensure budget and sales targets are met

**Let our experienced consultants ensure your success!**

Doing business in Europe is great. But beware: This is not America.

Walmart tried Germany for 9 years and lost US\$ 1 billion, making obvious mistakes today used in MBA classes: errors no local would have made.

Do it first time right : efficient, fast, successful.

We can ensure you meet your targets.

Let's get started.

## Our proven 5-step process to bring your business to Europe

### Quick Check / Workshop

1-2 days

We need to understand your goals and project status, including your strategy, resources, time plan and business plan. We provide you our market insights and initial feedback.

### Opportunity Analysis

1-6 weeks

If available, let's quickly review your results and fill in any gaps – or create for you: market & competition, growth potential, location & partnering options, subsidies, business requirements, and importantly: cultural issues relevant for your success.

### Go to Market Strategy

1-6 weeks

If available, let's quickly review your results and fill in any gaps – or create it for you: Full-fledged strategy with customer segmentation, sales channels, resource quantification and operational set-up definition.

### Business Plan

1-6 weeks

If available, let's quickly review your results and fill in any gaps – or create it for you: detailed revenue & cost planning.

### Operational Launch

4-8 weeks

Set-up your legal entity, office, bank accounts, payroll, tax + legal advisors, processes, staffing, interim management if required.

## Who we are

A strong team of top management “resultants” and experienced executives with a significant European network – we can pull top resources for almost any topic within days

## Some Success Stories of the Team

- Technology companies like AT&T in the 90s and AMX (2007-2009) were established in the German-speaking region (Germany, Switzerland and Austria) as well as in Eastern Europe. New legal entities were launched, offices were established and Sales & Marketing teams were recruited, bringing in revenues on plan along with service organizations performing excellent customer service right from the start. All processes were established and all legal requirements fulfilled. The new teams were built under strong leadership and have great success to date.
- A US company established a legal entity in Munich to drive its European sales efforts. Unfortunately it chose its infrastructure and communications according to US standards. Following a time of penalties, problems and failed communications, the company asked for a detailed financial transaction review for procedural and nonconformance issues as well as ways to synchronize business data with both the US and Germany. Following the review, processes and procedures were set up and aligned to meet best practice standards including a global ERP system.
- A major UK bank expanding to the continent asked to find the most suitable entry market and product to offer to match the market. After screening all relevant markets and looking for the best match of the bank’s strength and competitive gaps, proposal of a market entry strategy and implementation of pilot phase with local partners contracted and delivery processes set up. The bank became market leader within a few years.


## Management Team

**Fritz B. Höring**



- Management Consulting at Accenture
- Internationally experienced CEO and Board member
- Established new businesses in Central and Eastern Europe
- Strategic growth and product management
- International business development
- Global project and process management

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**Andrew Motz**



- Internationally experienced CFO and financial executive
- Europe and North American transitions and expansions
- Strategic growth and product management
- International business development
- Global infrastructure and business procedure
- Transfer pricing
- International Accounting and Reporting

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**Dr. Christian Suttner**



- Management Consulting at Booz Allen Hamilton
- Vice President at Infineon Technologies AG
- Focus market entry strategy, international business development, sales, innovation management, operational excellence, due diligence
- Serial entrepreneur
- International work experience in Europe, USA, Africa, and Asia

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# Contact us!