



Structured Market Selection

- Do you consider expanding to new markets?
- Do you need the tools for assessing new markets' potentials?
- Do you want the optimum allocation of the company's resources to get success?

Structured Market Selection - advantages and yields

- Overview of the different markets' attractiveness
- Overview of the potential of your current markets
- Knowledge about what makes a market attractive to your company
- Security that you use your resources at the right markets
- More focused selection of the market
- More successful market adaptation

Licentia Sweden AB proceeds the process structurally

Licentia wanted to expand their activities in the Far East, but lacked a tool to estimate where in the Far East they should focus. In cooperation with DIBD a market assessment instrument was elaborated. The criterion was made in collaboration. The market attractiveness and the company's competences on the market were illuminated and ultimately an external assessment/valuation matrix was determined as well as a final market strategy. Licentia thereby got an overview over the potential markets and could consequently use their resources on the market with the largest potential.

YOUR NEEDS ARE IN FOCUS - THEREFORE WE OFFER:

Firm specific workshops

where only your company participates

Firm specific implementation

where we ensure that exactly the tools you need get accurately implemented in your company

Seminars with participants from other exporting companies who have the same challenges as you

CONTACT PERSON

Mette Holst-Andersen

Manager

E-mail: mea@di.dk

Phone: +45 3377 3734

Mobile: +45 2949 4629