

International Expansion

International Business Development



TRABADO AG

Sustainability in Finance

By Miguel Martin Calle

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INTERNATIONAL EXPANSION

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YOUR SITUATION

You have success in your local market and believe there is a need for your solutions in other markets or regions. Expansion into new markets leads to strong market presence, increased sales and profitability. However, successful international growth requires an in-depth understanding of customer needs and buying patterns in the new market, a clear plan, deep knowledge of the competitive landscape, targeted messaging and strong local relationships.

OUR OFFERING

Trabado AG team members and partners have extensive experience marketing, selling and doing business in the European markets. When you are ready to enter a new market, we can help you by:

Assessing the market

- ▣ Global business environment
- ▣ Business structure and legal environment
- ▣ Market trends and market sizing
- ▣ Competitive market position

Go-to Market Planning

- ▣ Defining and understanding your target audience
- ▣ Understanding your competitive landscape
- ▣ Potential customer insights through interviews / research
- ▣ Positioning your company and developing your value proposition
- ▣ Communicating your story through targeted marketing collateral
- ▣ Reaching the analysts, press and industry leaders

Building your presence

- ▣ Recruiting your sales team
- ▣ Building the infrastructure (location, suppliers, partners, legalities)
- ▣ Defining and implementing the sales strategy
- ▣ Delivering your message to press, analysts, potential customers and partners

Entering the market

- ▣ Building relationships including initial business development activities
- ▣ Conducting the launch and the road show
- ▣ Building a presence through PR, memberships, events and marketing support
- ▣ Managing successful milestones achievement

CONSULTING SERVICES

Trabado AG team of seasoned professionals brings years of hands-on experience to clients adding value to companies of all stages:

- ▣ Market validation
- ▣ Initial market launch
- ▣ Expansion into new markets geographically or by customer segment
- ▣ Sustained profitability for the long term

As the go-to consulting partner, Trabado AG maximizes clients' results - delivered with accountability, on time and on budget. While our approaches often include analysis and initial needs assessment, our goal is to ensure you have tangible benefits within days of our engagement.

Strategy and Implementation Consulting

The areas in which we assist in developing the strategy and ensuring successful implementation include:

- ▣ Business planning
- ▣ Company and product launches
- ▣ Market awareness and penetration
- ▣ International expansion
- ▣ Sales process improvement
- ▣ Channel marketing programs
- ▣ Lead generation
- ▣ Customer loyalty programs
- ▣ Strategic planning
- ▣ Recruitment Services
- ▣ Team building and management development

Our services don't stop at analysis. Trabado AG demonstrates their commitment and accountability all the way through to the implementation of recommended programs. Our unique combination of strategic skills, deep investment management knowledge and practical solutions delivers results for growth.

COMPANY BACKGROUND

Trabado AG was founded in 2001 by a group of Hamburg Entrepreneurs to serve finance industry with mobile banking solutions. In 2010 the company was repositioned targeting different industries companies offering them dedicated consulting services.

Management

- ▣ Miguel Martin Calle, CEO and Founder
- ▣ Helmut R. Brunner, Senior EVP
- ▣ Jürgen Langemeyer, Chairman of the Board
- ▣ Juan Martin Calle, Board Member
- ▣ Daniel Martin Schulz, Board Member

CONTACT

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