

Market Research - Business Set-up in Germany

On the other hand, given that Germany is a well-developed economy, it is not surprising there exists a unilateral flow of services into Asian markets. In contrast, to promote a **circular flow of trade**, we also provide the below services for Asian clients to move their interests into Germany. Our **target clients** include Entrepreneurs with brilliant ideas who wants to tap the most progressive start up ecosystem and live in the largest economy in Europe. Thus, making a bilateral proposition vis-à-vis Asia and the latter market.

◆ Market Potential Analysis

We provide **feasibility research** based on client needs to help them decide whether the German Market is a potential area to diversify or start a new business idea. Tapping the largest market in Europe enables our consulting firm in a middle of vast opportunities between aspiring companies and Germany.

◆ Market entry strategy

For clients with existing business that are planning to enter the German Market offering the same products or services, we provide **research** and **advisory** to identify and execute a strategy suitable to its current domestic operating models and needed adjustments to be made according to German Market environment.

◆ Competitive Analysis

We create Competitive Analysis Framework including **Porter's** Five Forces as we see fit to our client's situation. A commonly used **SWOT** analysis can also be deployed for our clients to gain advantage. Unlike the first two, we provide this service to clients in their domestic and respective markets.

◆ Market-product fit

A highly targeted sector research can be delivered by our research team. This particularly includes **mobility** in the field of electric vehicles. We conduct research as to **infrastructure fit**, **sustainability** and customer behaviour. This is specific to electric vehicles made in Germany for distribution to Middle and Southeast Markets.

◆ Diversification Strategies (Fintech and Health)

Our research capability supports identification of opportunities not correlated to our client's core business. This facility normally fits our Asian clients seeking strategically geographic and sectoral diversification. Given the robust start-up ecosystem in Germany and Europe in the field of Fintech and Health care, we are positioned to **provide actionable data to our prospective clients**.