



budeso[®]

European business development

successful European market entry and development

customer service ■ sales service ■ localized marketing ■ virtual European subsidiary

We go the extra mile for you!

budeso[®]
■ ■ ■

European business development

Take advantage of the European market and its opportunities

If you have an innovative and high quality product or service, now is the perfect time to consider entering the EU market and grow your business successfully. The economy of the European Union generates a GDP of over •11,805.66 billion (\$16,447.26 billion in 2009), making it the largest economy in the world. The 27 EU countries have combined 500 million potential customers for your products and services.

Naturally, doing business abroad presents not only great opportunities but also challenges. For instance you must hire native sales people in each of the EU countries you want to operate in. Your help desk service will have to be multilingual and cultural differences must be understood in order to close the deal.

By using a business development service, you can avoid most of the risk, high expenses, headaches and unpleasant surprises of doing business in Europe. budeso® has the local expertise, experience, and partner network in order to assist you with starting and promoting your business in Germany and throughout Europe. For a fraction of the cost of moving your business to Germany or anywhere else in Europe, you can simply outsource parts of your business to budeso®. We are your local partner to build and manage your European expansion projects.



Once you decide to use our services, your company gets immediate access to the European market. You receive a virtual, low cost subsidiary in Europe with a sales team, a project manager, an office address, dedicated phone and fax line and email. budeso® operates in Europe on your behalf as if you were a European company. Our business development service covers all necessary areas to successfully operate your business in Europe. Our services will be carefully adapted towards your company's requirements and combined into a successful solution. We manage your European accounts, generate new leads, and turn them into new business for you. Your valued customers abroad receive the same great service that they would receive from you at home.

We also install for your company an intranet crm system on our server so that you will have access to all of your orders, business contacts, leads and much more. Because it's online you will have 24 hour access to it.

If at a later point you choose to open a physical operation in Europe, we will assist you in almost every aspect. For certain parts we utilize our network of specialists (lawyers, accountants, real estate agents, banks etc).

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■ ■ ■ business development solutions

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European business development services

- **virtual, low cost subsidiary** in Europe, Germany - office address , dedicated phone and fax number and email address; you will have access to an intranet crm system on our server in order to track your orders, business contacts, leads and much more; a dedicated project manager coordinates all chosen services into a seamless workflow
- **in-house sales team** provides back office support to the outside sales team ; prepares quotes and presentations, and follows up on leads and quotes
- **sales representative** generates interest in your services and products through quality lead generating and customer and prospect visits
- **key account manager** budeso® key account manager identifies major account potentials and turns them into key customers by providing premium service and building long-term relationships
- **customer service** order taking, order processing, product and service description, general question answering (e.g. back order status, order status, product comparison)
- **multi-lingual help desk** handling faqs and trouble tickets
- **localized marketing services** offering a range of marketing services which include direct marketing campaigns, lettershop services, telemarketing and e-marketing; we increase interest in your services and products through quality lead generating measurements
- **trade show services** pre-show/after show marketing, booth space leasing, provide onsite trade show team
- **warehousing** receiving, storage, pick & pack, shipping and return of merchandise; order processing and returns will be managed by our customer service team
- **consulting** market viability, entry strategies, competitor analysis, search and screening for agents and distributors



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