



Right Steps of Building Partner Network

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How to Benefit from International Business Development

Results \ Activities	Increase Sales	Reduce Costs	Diversify
Foreign markets penetration	<ul style="list-style-type: none"> ➤ Gaining new markets ➤ Products Lifecycle extension ➤ Company image improvment 	<ul style="list-style-type: none"> ➤ Gaining economy on scale ➤ Tax optimization 	<ul style="list-style-type: none"> ➤ Diversification of sources of sales
Searching new suppliers	<ul style="list-style-type: none"> ➤ Renovation of product portfolio 	<ul style="list-style-type: none"> ➤ Finding better suppliers ➤ Production cooperation 	<ul style="list-style-type: none"> ➤ Diversification of sources of supply



1. How to Benefit from International
Business Development

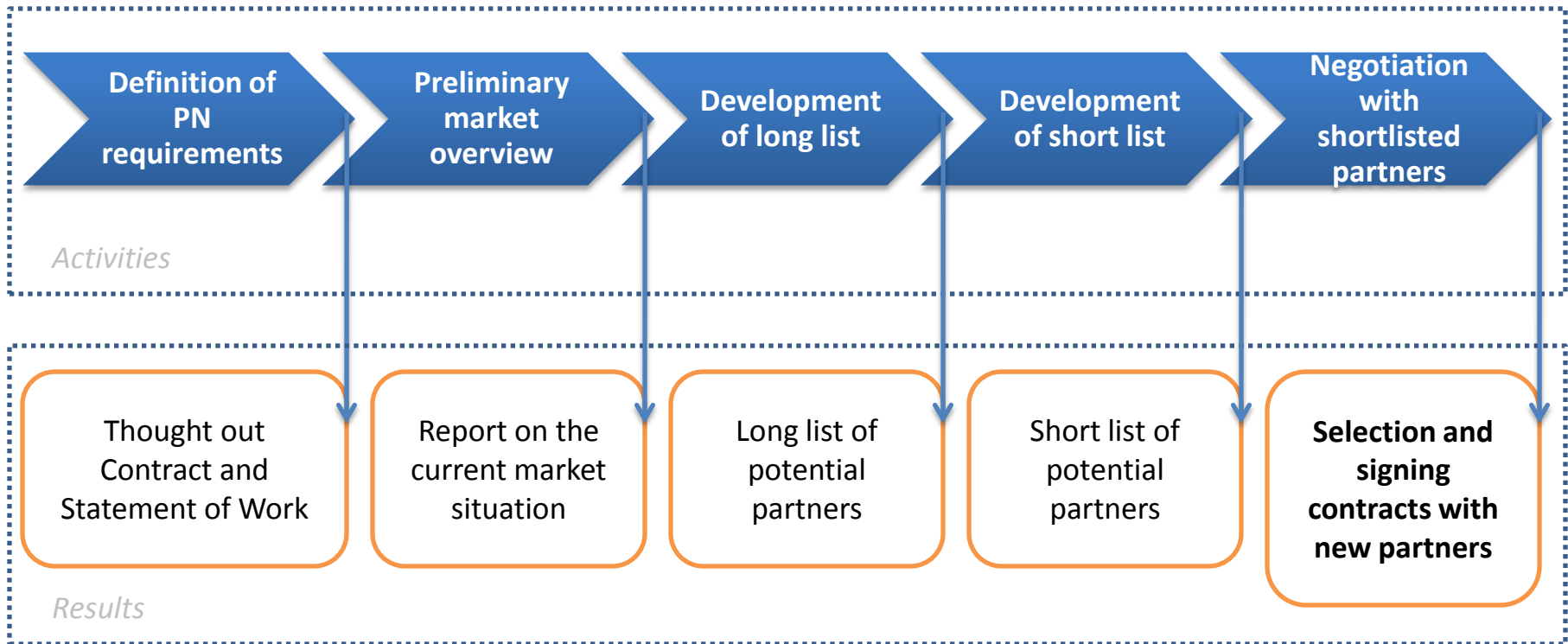
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Our approach of building a Partner Network (PN)

Support in translation, localization, legal issues etc





Joined definition of Partner Network parameters

The objective of this pre-project phase consist in clear understanding of clients requirements.

The tasks is to define of project parameters.

The result of this phase is development of a contract and statement of work.



Preliminary market overview

The objective of this phase consist in gaining general information on a market situation that allows to have a basis for partner evaluation.

The tasks is to undertake basic market analysis.

The result of this phase is development of report on the current market situation.



Development of long list

The objective of this phase consist in finding companies that fits set of criteria for future partners.

The tasks is to gather information on potential partners and establish the first contact with them.

The result of this phase is development of long list of potential partners with its general profiles.



Development of short list

The objective of this phase consist in selection of the most relevant longlisted companies.

The tasks is to gather detailed information and to range longlisted companies.

The result of this phase is development of short list of potential partners with its detailed profiles.



Negotiation with shortlisted partners

The objective of this phase consist in selection of the successful partner network.

The tasks is to finalize conditions of cooperation, evaluation of shortlisted partners and development of partner contracts.

The result of this phase are signed contracts with future partners.



Follow up

During all project we will support you in the field of:

- Providing information on local traits
- Translation of marketing and technical materials
- Support in negotiations
- Consulting in local legal issues

After the termination of project we can act as coordination partner for your local activities.

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Our Company

VM Consult specializes on professional market entry consulting services.

The goal of our services consist in creation of value for our clients by considerable increase of the certainty of their foreign market penetration.



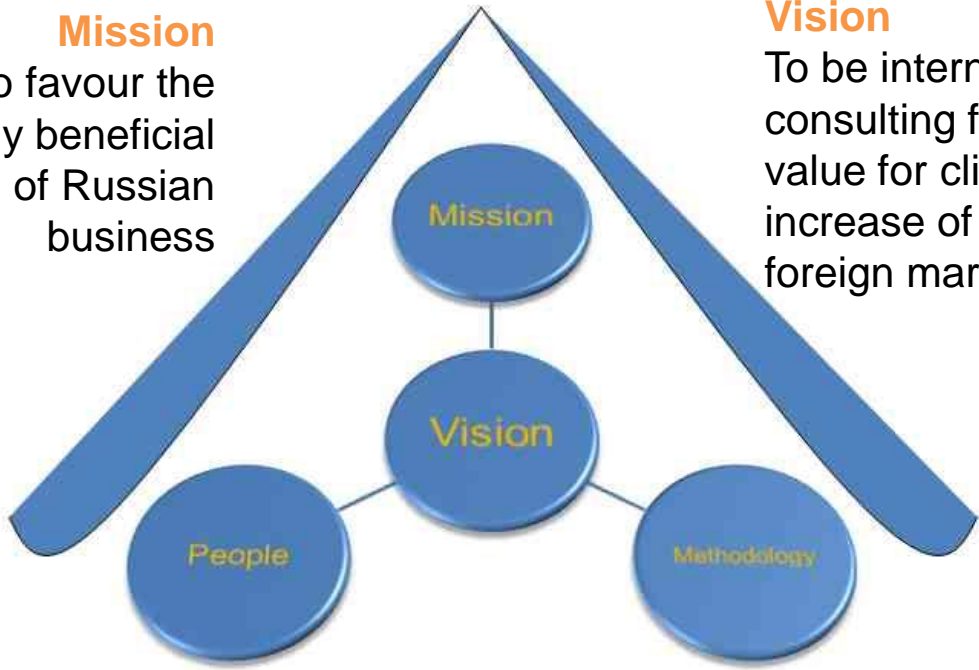
Our Company

Mission

Our mission is to favour the mutually beneficial internationalization of Russian business

Vision

To be international business consulting firm that creates value for clients by considerable increase of the certainty of foreign market penetration.



People

We know that our People is the core success factor of our business. That's why we do our best to create value not only for our clients, but also for our People by making their work useful and involving.

Methodology

Based on our experience and best practice we use the most relevant methods and tools to achieve optimal results.



3 Reasons to choose VM Consult

➤ Result based pricing

We are confident in positive results of our services and are able to base part of our price on achieved results

➤ Holistic approach

Working with our client we suggest not a set of activities, but a complex approach aligned with clients goals

➤ Industry experience

We can involve in projects not just marketing professionals, but also specialists with specific industry experience



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Contacts

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