



VM Consult Company Profile

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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 | <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 |



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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.



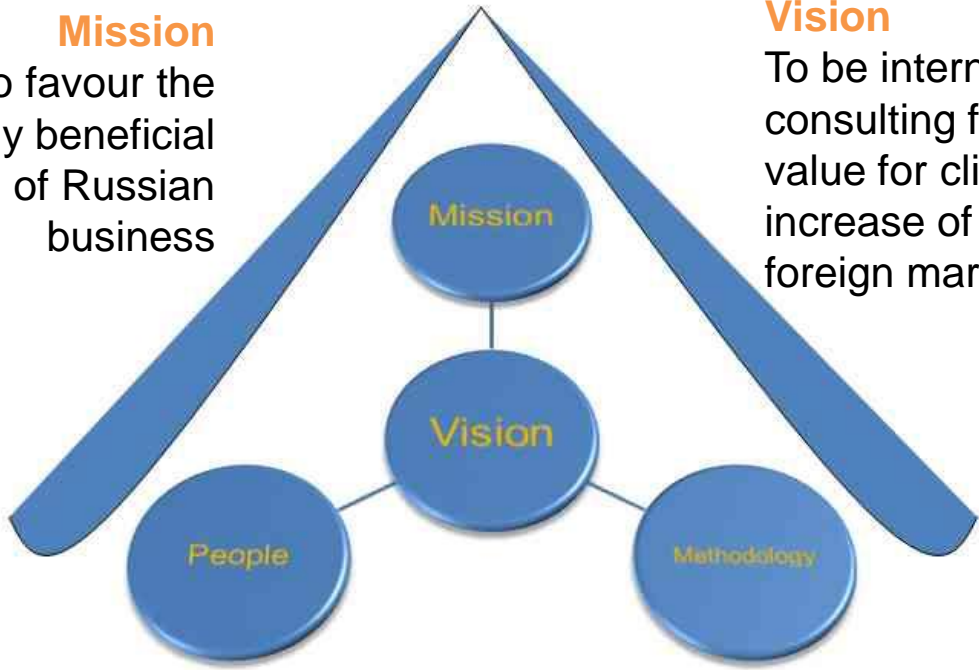
Our Company

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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Foreign Market Penetration

&

Procurement Abroad

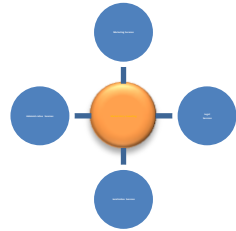


Foreign Market Penetration



Your step on a new market. Let's make it together





Market Entry Consulting

1. Analysis of the current situation

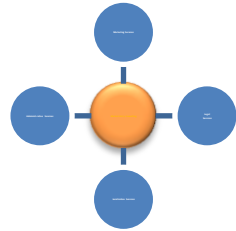
2. Planning of international business development

3. Practical realization



Your step on a new market. Let's make it together



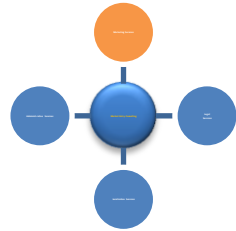


Market Entry Consulting



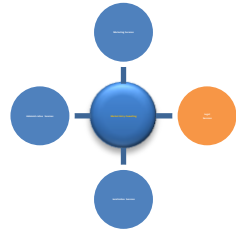
- Problem definition
- Alignment of tasks
- Portfolio analysis
- Infrastructure assessment
- Market opportunity assessment
- Customer and competitor analysis
- Feasibility analysis
- Analysis of economical expediency
- Development of high level Project Outline
- Presentation of results

Marketing Services



- Market analysis and business planning
- Establish distribution network
- Search of clients in foreign country
- Organization of seminars and trainings
- Organization of business trips to foreign fairs
- Development of foreign web sites and search optimization
- Development of foreign marketing materials
- Other marketing services

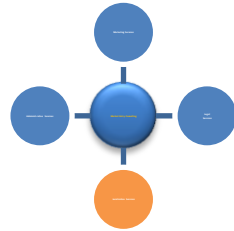




Legal Services

- Registration formalities of organization of a branch, representative or sales office in Russia
- Bookkeeping and audit
- Preparing and revising of contracts
- Optimization of Customs procedures

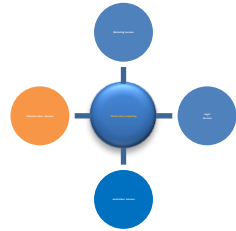




Administrative Services

- Searching of space for representative office
- Follow up of activities in foreign countries
- HR services
- Handling documentation





Localization Services

- Definition of scope of localization
- Compliance to local norms and standards
- Translation of documentation
- Physical adaptation of products



Local Representative Services

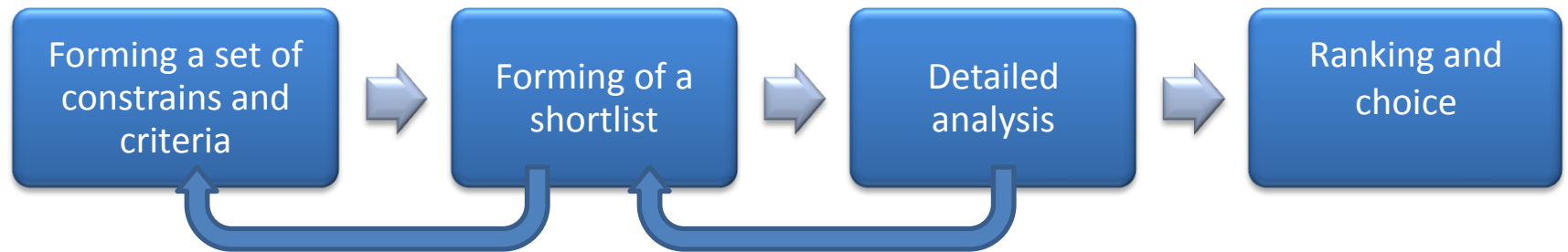
- Monthly sales representation – wide range of packages available
- Dealing with local bureaucracy
- Obtaining approvals, licenses, and certification
- Organizing of visits on Russian business events
- Organization of local marketing activities



Your step on a new market. Let's make it together



Procurement Abroad



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Contacts

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