



# CORE SERVICES



**Market Entry D-A-CH**

## Market Entry Strategies D-A-CH

The German-speaking market (D-A-CH) is highly attractive. It is the largest submarket within Europe (with approx. 100 million inhabitants) and forms its economic backbone, boasting excellent purchasing power, highly qualified employees and the type of long-term political stability that is important for major investment decisions.

Companies looking to expand in D-A-CH can therefore expect to access significant revenue and growth potential. At the same time, these are often mature markets and new entrants must quickly learn to adapt. Some of the special challenges faced may include:

- Misconceptions regarding local sales channels and target customers
- Incumbent competition requiring highly professional initial campaign
- Certification and documentation requirements varying significantly
- Cultural differences and regional peculiarities are often underestimated
- Legal entity necessitates a high degree of local knowledge and attention to detail

## Questions to ask

When deliberating a market entry strategy, some important questions to ask are:

Build from scratch (**organically**)? Or is it better to quickly gain a foothold through acquisition (**M&A**)?

How can I get a reliable and detailed understanding of local **customers, competitors and pricing**?

How do I **recruit** locally? Do I require local **management** from the outset? What is the long-term strategy?

What different **sales channels** are feasible, and which has the best chance of success?

What factors are important to consider when choosing **local headquarters**?

What **marketing** effort is required to support sales? Is **PR** a requirement?

What are the **legal and tax implications** of the venture?

What is the most appropriate strategy to deal with **cultural differences**?

How do we **measure results** and / or progress?

These are some of the major issues that must be addressed when focussing on regional expansion, i.e. in D-A-CH markets. Early engagement of professional local partners that are knowledgeable in company building and familiar with the market(s) can turbocharge any initiative.

Newco Navigators are the experts for entering the German, Austrian and/or Swiss markets. With more than 50 years combined experience growing ventures both organically and through acquisitions (M&A), New Navigators are the ideal partner for anyone looking to establish or expand their presence in D-A-CH.