

## Marketing in/to Europe

Date: 03-19-2007 06:33 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Michael Richter - International marketing and sales consultant](#)



Internationalization is important for every company. Europe - with its now nearly 500 million inhabitants, however, only looking towards the European Union's countries - is a perfect place for companies to go. Especially the Western countries are highly industrialized. Find some reasons and help in this article.

Most of the European companies - actually more than 90 % / country on an average - are fighting the more or less stagnating local industries by increasing their exports. And they are successful with it - especially in Germany, where exports count for more than 30 % of their GDP - and still increasing.

The permanently growing international competition, however, lets them look to other countries to get pre-products - or even complete machinery - from other parts of the world in order to keep cost at the lowest possible end. Most often the foreign currencies like the US\$ have in addition a favorable exchange rate versus the local €.

This one side of the pictures. The other side shows that companies working internationally have a few advantages which are the same all over the world:

- to increase the independence of a company from the local business climate
- doing this: secure working places and
- increasing the profit ('economies of scale' is the catchword)

Reaching the enterprises' goals, especially in international markets should, however, be a well planned procedure in order to target the available markets - very often with 1000s of potential customers - and thus reach the 'best / most profitable' ones, yet minimizing the one risks.

Michael Richter - [www.marketing-und-vertrieb-international.com/](http://www.marketing-und-vertrieb-international.com/) - with marketing experience on all 5 continents for more than 20 years before starting his 'International marketing consultancy' in 1991 - has specialized in consulting national and international clients on their ways 'into the worlds' markets or vice versa into European countries. His clientele comes from many places worldwide - as can be learnt from his references. The country experience in more detail (with a lot of details about such countries) is given here >> [www.internationales-marketingkonzept.de/en/index.html](http://www.internationales-marketingkonzept.de/en/index.html)

He is available to assist also YOU on your way into Europe - minimizing risks and following the most appropriate strategic and targeted ways for YOUR company.

His assistance may reach from pure market research to 'hands-on' implementation of the results found out and/or work as your 'foot-hold' in Germany until you found the right partner locally. In addition he could visit potential clients together with you and/or give additional information on specific markets, firms, etc.

Being a member of the 'Councils of advisors' - [www.thecouncils.com/](http://www.thecouncils.com/) - or in his capacity of a consultant for SMEs, registered with the European Union - directory general 23 for SMEs -, he could also serve you on other levels.

One of his specialties is the elaboration - and following implementation - of marketing plans for various European regions.

Some aspects of such a plan - for the elaboration of which he needs your input on different levels - could be

- analysis of the present situation of the company as well as of the target situation - based on a thorough market research - with regard to the existing clientele but also the potential of clients - from country to country
- planning the marketing and sales procedures/ways in order to reach the clientele identified during the market research
- budgeting the cost to be spent to reach this clientele, however, also the profits to be reached most probably
- having a permanent control of what works out how and the possibility to correct - from budgets to sales ways

or any single aspect of it.

Furthermore this instrument is a good 'argument' towards banks when the need for additional finance arises.

You are invited to visit the website of Michael Richter and to ask whatever question you feel necessary to get a feeling for his possibilities - especially for you.

With more than 35 years practical experience in marketing in/to all 5 continents Michael Richter offers assistance and/or training in internationalizing >> market research, marketingplan, practical implementation - Europe and/or worldwide on the spot

Michael Richter - International marketing and sales consultant

Drehergässle 5

88499 Daugendorf / Germany

+49(0)7371/93210

Marketing = [www.marketing-und-vertrieb-international.com/](http://www.marketing-und-vertrieb-international.com/)

Country experience = [www.internationales-marketingkonzept.de/](http://www.internationales-marketingkonzept.de/)

email = [michael.richter@marketing-und-vertrieb-international.de](mailto:michael.richter@marketing-und-vertrieb-international.de)

**[You can find this press release here](#)**