



Decide with Confidence

D&B Research and Advisory Services: Market Entry Services (MES)

Presenter's Name
Month 00, 0000



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Why Market Entry Services?

India

- GDP - \$2.98 trillion (2007), 12th largest in the world.
- Second fastest big emerging economy, after China
- By the year 2020, expected to be the third largest economy after United States and China.
- World's alternative R&D hub due to cost advantage and skilled resources

Middle East & North Africa

- The combined GDP of the region is around \$734 billion (2006).
- FDI flows in this region are \$30 billion (2007)
- Up-coming free-zones for making this part an alternative manufacturing hub for organizations across the globe.

New driving force

The major emerging markets have become the main engines of world growth. For the first time, China and India are making the largest country-level contributions to global growth.

(based on PPP weights, percent of world growth)



Source: IMF staff calculations.

D&B can help companies tap opportunities in the most lucrative business areas in the world.....India, Middle East, North Africa etc.

What are Market Entry Services (MES)?



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MES is an initiative from D&B South Asia Middle East Ltd. to assist companies considering establishing a market presence in India, Middle East and Africa.

D&B SAME offers the following services to help such companies:

- **Country Analysis & Reports:** conducting a socio-economic analysis of these economies
- **Market Assessment Reports:** Understand and analyze the market for the client's products in the target market
- **Entry Strategy Report:** Provide detailed recommendations on best entry route for the client in these new markets
- **Business Setup & Regulatory Support:** Helping clients establish their office in new markets, including dealing with regulatory and legal matters
- **Pre-Launch sales support:** D&B SAME can generate sales leads, prospects lists even before the client formally starts operations
- **Distribution / Dealer Selection:** D& B SAME can short-list and select the right partners / dealers / distributors for client operations in new markets with proper due diligence

Do you have a client that needs Market Entry Services?



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European companies are experiencing a general slow-down in growth due to various factors like global credit crunch, rising inflation and interest rates. Many of them are hence looking to India, Middle East, North Africa for growth. **Your own clients could be looking for Market Entry Services. How do you identify such clients?**

- Medium to Large companies in the manufacturing sector looking for new markets – especially India
- Consumer product companies looking to tap the growing middle-class population in India and Middle East
- Professional Services / Healthcare / Education services companies looking to spread their operations to India, Middle East and Africa
- Industrial firms looking to establish their manufacturing / R&D base in India / Middle East / Africa
- Companies already having presence in these markets, but looking to grow further or even looking to change their strategy
- Target Audience: Chief Marketing Officer, Head of International Sales, CEO, CFO

MES target client base



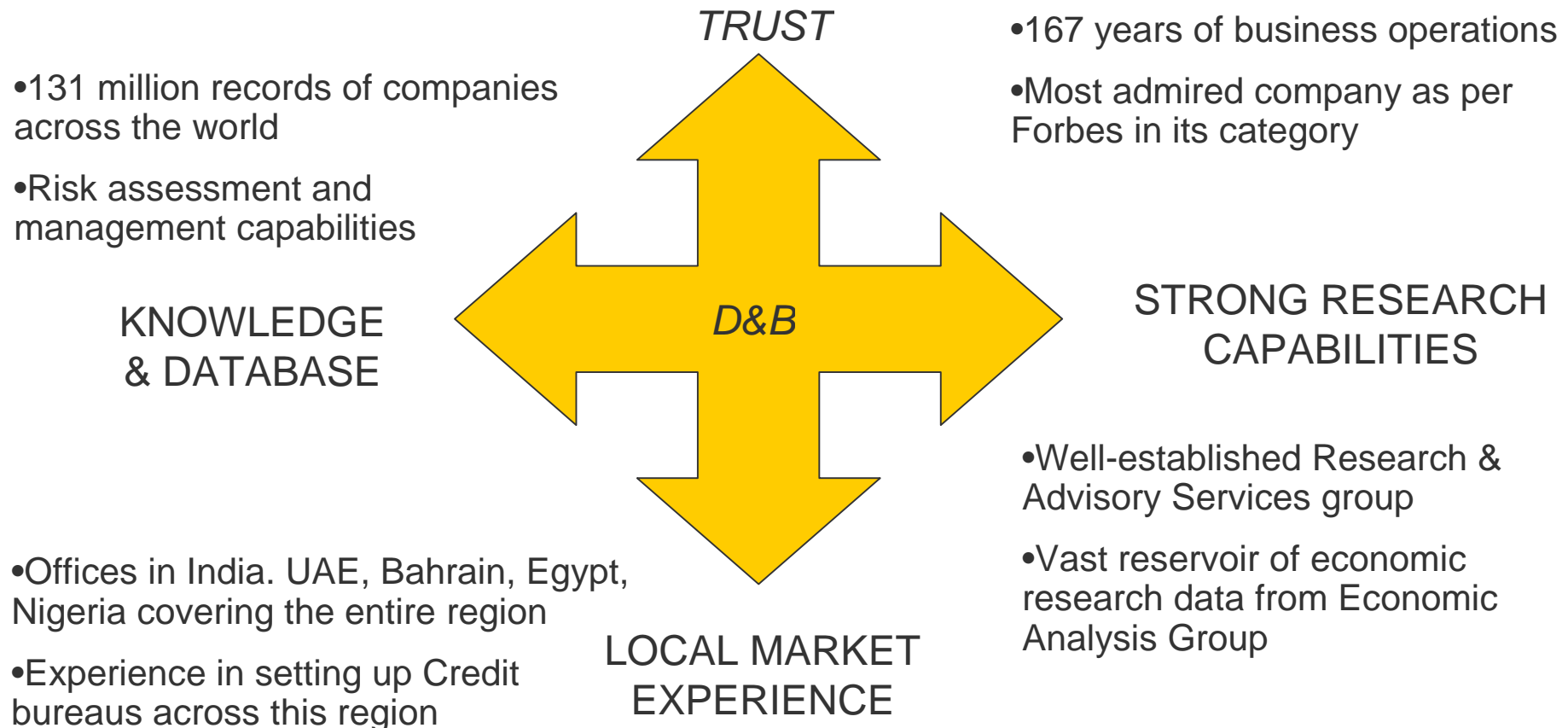
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- Manufacturing firms in Germany
 - Mechanical engineering sector in Germany by itself has over 6000 firms accounting for around 28% of world's mechanical engineering patents and production of Euro 181 Billion
 - Majority of them are medium sized with average turnover of around Euro 50 – 100 Million
 - Other sectors can be electrical equipments, medical equipments, construction equipments, automotive part manufacturers etc.
 - It is estimated that about 60% of such firms currently do not have a major presence in India / Middle East
- Manufacturing firms in UK
 - Around 3500 manufacturing firms are in UK with 100 to 500 employees with an average turnover of Euro 50 – 100 Million
 - It is estimated that about 50% of such firms currently do not have a major presence in India / Middle East

Why would clients choose D&B for Market Entry Services?



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D&B SAME's Market Entry Services experience



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Case 1

Client → A leading manufacturer of transformers, switchgears from Spain

Project → Market entry in Egypt

Outcome → A roadmap for establishing their brand presence in the new market. (Ongoing)

Case 2

Client → A leading bank in UAE

Project → Market entry in Algeria

Outcome → A comprehensive report on the banking industry in Algeria. Analysis of financial returns and risks associated with entry which formed the key support for management decision

How does Market Entry Services work?



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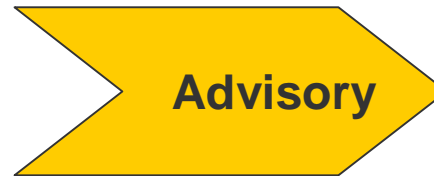
We offer a 3A model for Market Entry Services for our clients



Including analysis of:

1. Customers
2. Competition
3. Distribution Channels
4. Cost of operations
5. Technologies and substitutes
6. Regulation and tax structures
7. Other market forces

This phase is firmly grounded in research and is done by collecting fresh information from the target markets



Including entry strategy development through cost-revenue-risk analysis:

1. Direct Sales
2. Agent/ Representative
3. Distributor
4. Licensing
5. Joint Ventures
6. Franchising
7. Export Merchants etc.



Support in strategy implementation through

1. Assistance in business partner selection
2. Periodic market and organization health checks
3. Legal procedures
4. Assistance in Identification of suppliers etc.

Market Entry Services are offered in three steps



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- Step 1 – Analysis of the market is done through primary and secondary data to assess the market potential and space for a new player
- Step 2 – All possible market entry routes are evaluated in terms of the returns expected and risks involved and the best entry route is decided
- Step 3 – Support functions such as help in partner selection, registration of business etc. are provided to the client to smoothen to process of setting up the business

Market Entry Services Pricing



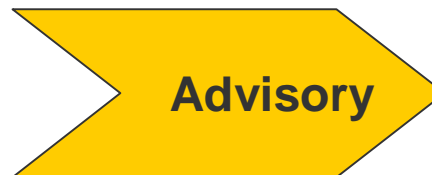
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- Pricing for such services is related the specifics of the product category and the market being targeted. Hence, it is determined on a custom basis under discussion with the client
- However, for initial understanding the approximate costs can be taken as



USD 30,000 -80,000

EUR 20,000- 60,000



USD 30,000 -60,000

EUR 20,000-40,000



USD 30,000-60,000

EUR 20,000-40,000



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Thank You

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