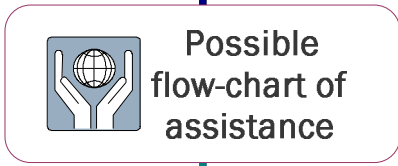


1. Targets
Implementation of all duties/tasks necessary - internally and/or externally - orientated at the possibilities of the client company

2. Results
Increase of
-> the effectiveness of the company in the market places
-> of the competitiveness
-> the profit as well as
-> reduction of cost and
-> fulfillment of further agreed parameters, as e. g. INTERNET- presence and much more
-> marketing/sales-related

4. Execution of the tasks agreed in order to maximize the results



1. Analysis: Present situation of marketing/sales and the organisation

1. Targets
Identify where and how good business resulted - so far - and why/why not = **Regions, products, pricing, sales routes, etc.** - worldwide, however, especially **EUROPE**

2. Results
Clear-cut (neutral !!) evaluation regarding potentially successful target groups and market-segments - **nationally as well as internationally**

1. Targets
From the available marketing chances identify those which had not/insufficiently been observed so far - plus checking and elaborating additional possibilities, check of INTERNET- possibilities and usage, elaboration of ways to follow in order to increase all marketing chances

2. Results
Definition of additional successful marketing ways to reach all targets - as e. g.
-> increase of market share
-> higher profits
-> advantages towards competitors
-> synergies, alliances - worldwide =
-> international presence, etc.

2. Definition of the 'target profile' of the marketing/sales ways and the tasks to be undertaken to reach them

3. Definition of further/future handling and responsibility, i. e. what has to be executed by the consultant, by the own staff, etc.

1. Targets
Clear-cut description and definition = who does what, when and how

2. Results
Agreement concerning cooperation and - its frame - of your staff, possibly training, coaching, etc.