

Launching Russian market

Sales management and marketing

Description of the service

Main stages of works

All works are carried out in constant communication with responsible manager of the client in full disclosure of activities and information

Stage 1

Determination of initial parameters of the project

Stage 2

Detailed working out and start of the project

Stage 3

Realization of the project

Stage 4

Summarizing and evaluation of the results

Reliably working and controlled business
Understanding of the market and opportunities for further development

Main stages of works

Stage 1

**Preliminary
analysis
(1-2 weeks)**

Market audit (2-8* weeks)

* Depending on the depth of research and detailed analysis by the customer's request

Open Sources

Closed sources

- Acquaintance with the existing system of export sales
- Conducted general analysis and assessment of market prospects for the company's products regarding to the Russian market
- Discussion possibility of changes in the existing system of export sales if it is necessary
- Acquaintance with consultants and technologies to create a system of sales

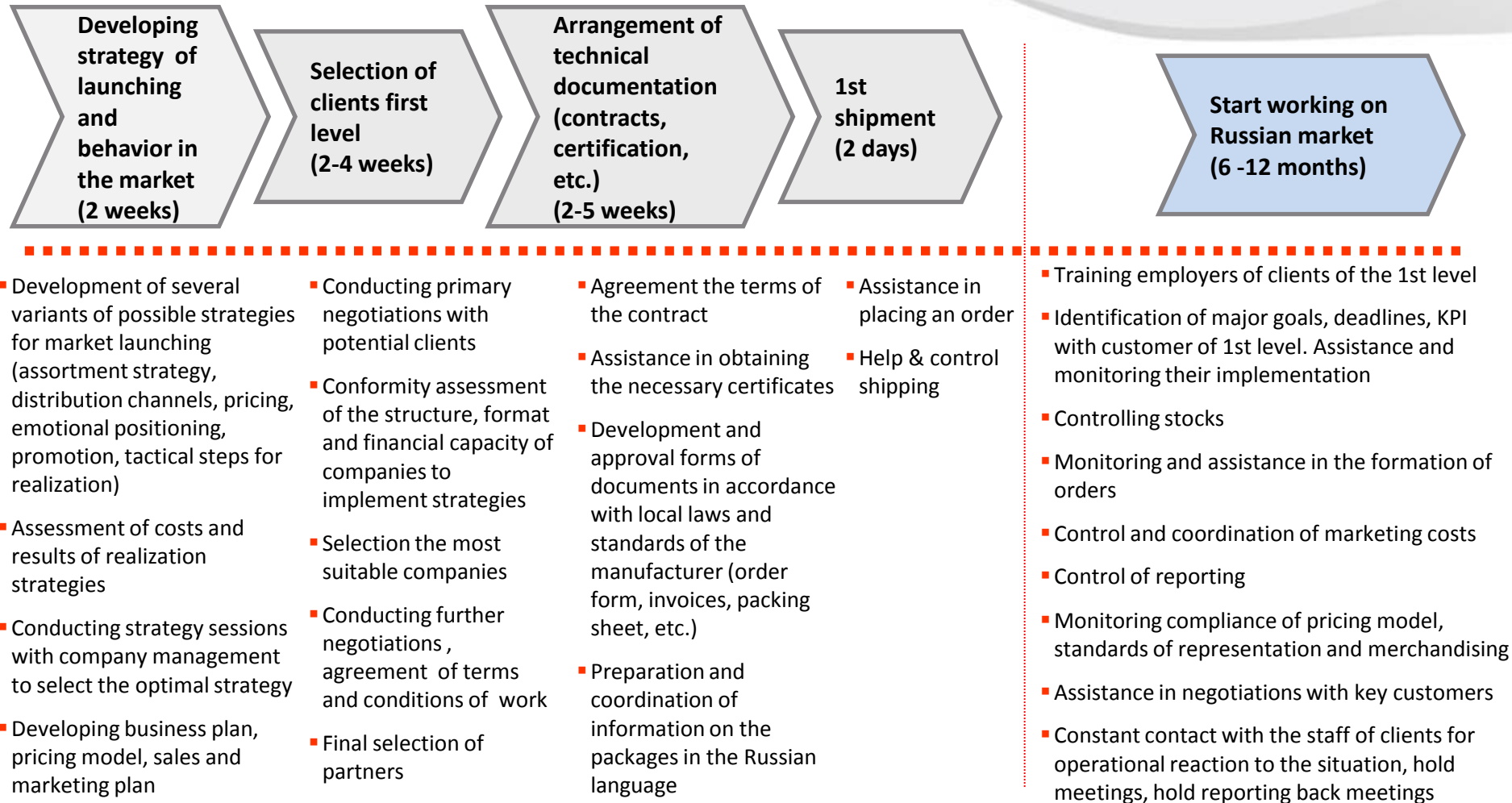
- Collect general information about the market (volume, main categories, players, sale and distribution channels)
- Retail monitoring (price monitoring, monitoring of representation in different formats of retail and in regions)
- Gathering information about potential clients

- Buying market audit for preceding years - AS Nielsen or Business Analytics **
- Retail audit on all categories of selected group of goods **
- Audit of competitors (structure, selection, prices, working conditions, clients)
- Audit of potential customers (territory, personnel, structure, selection, working conditions)
- The study of consumer preferences and consumption patterns (focus groups, interviews with call centers) **
- Collecting and analyzing information about possible ways of promotion, their value and effectiveness

** By client's request, the client's account

Main stages of works

Stage 2



Main stages of works

Stage 3

Sales and marketing management within the framework of the project of market launching (2.5 - 4.5 years)

- Monitoring and assistance in implementing strategy and KPI for customer 1st and 2nd level
- Monitoring changes in market conditions and work with them
- Control stocks, orders, reports, plans, standards, distribution standards, pricing model, budget expenditures.
- Development and coordination of sales and marketing budget for next year
- Training new employers of clients and check on the knowledge of the information about product, its competitive advantages and sales tools
- Holding regular meetings with the clients and sales staff to identify problem points and solutions
- Staff training of clients 2nd level
- Implementing of marketing plan and control the implementation of sales plan, quick response in case of its nonfulfillment
- Analysis of the quality of clients and ability of their structure to implement future strategic plans
- Finding and negotiating with potential new clients, if necessary for further development

Stage 4

Project completion (1-2 weeks)

- Signing of all necessary documents and passing all available information by the project or prolongation of the contract for new terms.

About Country Management

About the company

Company Country Management it is highly motivated team of professionals whose aim is to create a global company in the field of management consulting and leasing staff

Country Management Company is the 1st company in Russia, providing a full range of services in the field of sales and marketing in emerging markets

At the moment, Country Management carries out services in Russia and Vietnam.

The company has been operating since 2009. The company's clients - the leading European, Russian and East manufactures: Intersnack, Santiveri, Pami, Kuriya Sushi, Garnec, Ravi Foods, Hoa Sua Foods

In our team works the professionals with extensive successful experience in sales, marketing and management in the Russian and international companies on all levels.

Country Management differences from other consulting companies

Country Management offers a fundamentally different approach to process “job-payment”, thanks to this in the result all reach significantly higher rate of efficiency and effectiveness:

High level of motivation for achieve a positive final results outcome due to depending of the full cost of services from this result

Financial responsibility for final results (no results – no money)

Manufacturability work, resulting in lower cost of services for clients

Country Management share with client all risks by the project

Flexible and various approach to customers - opportunity to work as with large clients and projects as with a small

Extensive experience of successful projects of launching in Russian market new products in various categories

Our clients



Intersnack



Thank you for attention!