



Over 30 years experience

Karl-Heinz Trumpfheller e.K.

MARKETING INTERNATIONAL

- **Market research and evaluation of product potential.**
Product quality, taste, packaging, colour, specifications, price.
- **Product approval by local authorities.** Obtaining of approval (where necessary) in each country. Liaison with future distributor or consultants in each country. Preparation of translation if required for approval.
- **Preparation of instruction manuals and other product information documents.**
Some countries specify the form and content of such publications.
- **Advertising and promotion.** Text customized for each area. Translations in any language. Press advertisements and press releases with or without advertising agency participation.
- **Trade shows and exhibitions.** If distributor is not involved, a complete package is available including provision of space, construction and manning of stand. If a distributor is involved, assistance with finance, provision and imports of samples, personnel for stand, etc., whatever is required.
- **Sales and marketing.** Setting up and maintaining a sales and marketing team in each country through distributors or direct or both, according to requirements. Training of sales teams.
- **Warehousing, distribution and invoicing.** Provision of these services on a temporary (start up) basis, or permanently.
- **Pricing.** Definition of local pricing taking into account variations in sales conditions, transport costs and other local peculiarities.
- **After-sales service and spare parts.** Setting up or supervising local distributors.
- **Budgeting, forecasts, statistics, control of market share.**

Bischofsweg 5
DE 60598 Frankfurt/Main
Germany

Phone: ++49 (0) 69 63 27 27
++49 (0) 69 63 11751
Mobile: ++49 (0) 171 33 06 187
Fax: ++49 (0) 69 63 20 46
Email: K-H@trmarketing.de
www.trmarketing.de

Registration:
County court Frankfurt/Main, Germany
Registration Nbr.: HRA 29348
VAT-ID NBR.: DE 112 106 150