

1STEP2EUROPE.COM INC.

Your bridge TO EUROPE

Expand your business by taking just ONE STEP

Business Development, Marketing and M&A in Continental Europe



Our Offerings and Assessment Services

Our Philosophy and Strategy 050129jp

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Are your products and service offerings on the European market? Not yet. What's stopping you? Moving onto a foreign market - local connections, the language, the legal questions - all a bitdisheartening? Let us introduce ourselves.

1Step2Europe is a sales and marketing company which assists firms, especially from the North American continent to penetrate the European market with their products and solutions.

OUR BUSINESS FOCUS

At 1Step2Europe, our proven record of successfully placing niche products and solutions as well as specialty applications with the right partners is what distinguishes us from the competition. We pride ourselves on our existing network of buying partners and already developed channels. This long-standing network, built on trust, will enable you to easily and quickly penetrate competitive markets.

PHILOSOPHY

Our mission is straightforward: to ensure that our clients succeed in marketing their products and solutions in Europe. Your competitive edge is our in-depth knowledge of key European markets: Germany, Switzerland and Austria, the UK and Ireland, France, the Benelux and Scandinavian countries, Italy, Spain and Portugal.

FULL SERVICE

Our satisfaction comes from being able to offer you an efficient solution which directly effects your bottom line. To that end we offer a unique full-service program. During initial meetings, you and our experts will discuss your products and solutions, along with goals and timelines. It is important to us that we fully understand your products and solutions. Together, we will develop a plan for finding your **target market** and how to best **market** your products in Europe. Next, a strategy for **generating sales leads** will be agreed upon and how you will go about creating **public relations** for your company, your products and solutions.

When and if required, we will walk you through **certifications processes**, assist in **negotiations**, draw up **contracts** and review **legal ramifications**. We can help you **train staff**, perform **customer support** and assist in general **management and control**. By taking advantage of our services, you can create a total European presence without having to open an office or subsidiary.

ONE STEP--YOUR ONLY STEP

At 1Step2Europe, we believe your first step should be your only step. Our headquarters, located in Hamburg, Germany, offers you American and German staff equipped with experience and know-how to help you present your products, solutions and services in the right place, at the right time. You can rely on our up-to-date insider's view of your potential competition. We encourage you to leverage our expertise.

We have locations and a network of partners in Hamburg, London, Munich, Paris, Zürich, Amsterdam and, for your convenience, our location in NJ offers telephone hours from 9:00 to 5 pm. Eastern Time.

1. YOUR OFFERINGS

At **One Step To Europe**, we advocate the uniqueness of our clients' company: its products, its services, its philosophy. This uniqueness is what sets you apart from the competition. It is the foundation of the strategy we will develop with you. It is what we will focus on when we introduce and sell your products and solutions in Europe. What has worked well for previous clients of ours is:

- Holding an initial workshop with us which includes your staff to develop a long-term operating and marketing concept based on specific requirements of each country and region.



- Conducting a market analysis for your products for the West European market.
- Introducing your products and services on the market, based upon the outcome of pilot projects
- Conducting marketing and PR campaigns.
- Generating leads and business, based on the operating concept

Too often, U.S. suppliers are perceived by Germans as being unreliable: too quick to defer processing an export order in favor of a subsequent domestic order, too likely to bypass a successful distributor to deal directly with his customer, and interested in export sales only when domestic order books are unfilled or there is a fortuitous slip in the exchange rate. Many U.S. companies are not seen as long-term players in the market, and are not viewed as likely to provide adequate after-sales support. Distance from the market is no excuse to a customer with a problem.

2. EUROPE - YOUR BUSINESS OPPORTUNITY

You are about to take a decision whether or not to establish new business contacts in Europe with new partners in new markets, perhaps to make investments abroad? We will assist you in finding the best solution right from the start:

We don't go to market just with a huge marketing budget, just to make noise, but we know from our own experience, that it is important to get the best leverage effects possible: Through a mix of direct sales, marketing, PR and finally, after the very first success stories, to get some awareness by advertising in the special interests media.

Through this we don't burn you money with expensive and inefficient marketing campaigns.

▶ MARKET INFORMATION

First of all, you require country-specific information. With the regularly updated information of 1Step2Europe.com Inc. we provide you with the facts you need to assess the risks and take your decisions for addressing the real key markets.

▶ STRATEGY

Direct Sales or Indirect Sales through us and our network, Presence on European markets with our service organization, Joint ventures or loose cooperations, mergers & acquisitions or own investments - we discuss possible alternatives and provide you with information relevant to your decision.

▶ SELECTION OF MARKETING STRATEGIES ABROAD

To go on your own, to use our service offerings, establishing a subsidiary, branch, representation or franchising, buy-in opportunities or co-operations - we'll give you the facts.

▶ WORKFORCE STRATEGY

Sending managers to foreign countries, taking the chance of local know how by hiring them "on site", "renting" the management expertise from us, creating temporary or permanent new jobs - we answer all your questions with our partners, attorneys, accountants, human resource managers.

▶ FOREIGN PAYMENTS TRANSACTIONS

We handle all payments transactions and take care of the different taxation constraints in the different countries. With our modern, highly-sophisticated general ledger system you can take a look at your own accounts and transactions on the Internet. We transfer the money to your US account..

▶ SUPPORT AND CUSTOMER CARE

3. OUR OFFERINGS



Our services - included in our full service strategy - comprise:

CONSULTING:

- Analysis of the potential markets and delivery of the necessary marketing data and reports
- Assistance in establishing your own subsidiary in European Countries
- Identification of potential buy-in opportunities and assistance in the merger process
- Finding the right candidates and staff for your business
- Consulting in legal and tax affairs to get most out of your investment in Europe

PRE-SALES:

- Establishing relationships with key partners and pilot accounts on the basis of our existing network
- Direct/outbound marketing activities through our call center
- PR- and advertisement campaigns (online and print media)
- Indirect (through partners, resellers, distributors) and direct sales (to large enterprise customers)

AFTER-SALES:

- Integration (through our extensive network) and consulting services to your customers
- Logistics like shipment, multilingual web site, documentation
- After-Sales support like Help desk and FAQ
- Invoicing and General Ledger for the different regions and separate statistics and reports.

4. OVERVIEW OF CHANNEL AUDIT

"A COMPREHENSIVE ASSESSMENT OF YOUR COMPANY'S PERFORMANCE IN EUROPE/ASIA"

- The Channel Market Audit provides the information executives need to make better decisions. The Audit is customized to meet the specific needs of our clients. For example, one may not be satisfied with the local operations or management in various territories and needs to get an objective analysis. Another may see problems with sales & distribution structure. In some cases, a company may need to understand why how competitors are out-performing them in the market, and what corrective steps should be taken. The Channel Market Audit can deal with these issues.
- The deliverables include a detailed report, typically 100-150 pages in length, in English, with a presentation and optional follow-on consultation. In addition to the data and analysis, there will also be specific recommendations. Following the completion of the Channel/Market Audit, an executive will have the necessary information and tools to make important decisions with confidence.

CONTENT OF THE CHANNEL AUDIT

- **The Market:** What is the size of the market for your products/service? What are the main trends, what are the key market dynamics?
- **Your Company:** How is your company really doing in these markets? What is the real potential for your product in these markets? What are its main strengths & achievements, weakness and failings? How do you measure up to the competitors?
- **Your Competitors:** Who are your main competitor? Who are the market leaders, and why? What do your competitors do differently? What are their strengths, weakness, and operating strategies?
- **Customer Info:** Who are the key end users? Which products do they buy? Who do they typically purchase from? How well do they know your company and competitors, and what do they think? What percent of the total are your customers? Why do they buy from the competition and not you?
- **Distribution & Channels:** How are products sold? Who are the main channel players? How do your



competitors sell in these markets? Who has the advantage and why. Which channel players should you be doing business with and why. This also includes a in depth analysis of your current channel partner program, detailed interviews with current and possible channel players, who should you be doing business with and why?

REFERENCES

A sampling of our references:

Network Telesystems Inc., Sunnyvale, California
Efficient Networks Inc., Dallas, Texas
IBA, Minsk, Belarus
NetGuard Ltd., Migdal Ha-Emek, Israel
PS'Soft, Paris, France
PassGo, Horton Manor, Ilminster Somerset, UK
Perform, Aix en Provence, France
On Technology Corporation, Waltham
Axes Technologies Inc., Dallas
Trustworks Systems, Moscow and Amsterdam

Allow us to use our experience, combined with the skills and resources of our network to help your company break into the world's second richest High-Tech and IT market.

If you are wrestling with these issues then why not come along to the workshop in Ontario, Toronto and New York, Managing Channel Change? Keynote speakers will be talking about the main mistakes and how to avoid them. That will be followed by a presentation of real world case studies devoted to the issue.

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[additional locations in Munich, Amsterdam, Zürich, Paris](#) - our headquarters are located in Hamburg, Germany:

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The information contained in this document is of a general nature. Should you require further advice for your particular business requirements, please refer to the contact details below: **Steve Palladino, sPalladino@1Step2Europe.com, Napa Valley, CA, Ph: (973) 944 4618 International Key Account Manager**