



fimago

Together towards
new markets



www.fimago.eu



Fimago ...

FIMAGO provides **consultancy and assistance services** to export oriented companies that want to enhance their business potential on foreign markets.

Tailor-made solutions ...

With the **support of local experts** in areas of interest, Fimago is able to provide »tailor-made« solutions for specific problems you face when entering the Italian, the Slovenian and the emerging markets of South Eastern Europe.

Effective support ...

We work close to your company, **evaluating your special needs** and trade potentials. Through a wide range of specialised services, Fimago gives you effective support you might need starting any kind of economic cooperation in the markets of interest.

TARGET MARKET ASSESSMENT

- Market opportunities and trends
- Your business position in the market
- Identification of your target clients
- Assessment of potential demand
- Analysis of the competition
- Analysis of the distribution channels

BUSINESS OPPORTUNITIES AND PARTNER RESEARCH

- Assessment of your company's needs and export potential in the market of interest
- Identification and accurate selection of potential business partners, interested in the collaboration with your company
- Targeted promotion of your company by potential partners (direct promotion by people with decision-making power)
- Verification of real interest of your potential business partners for economic cooperation with your company
- Supply of credit reports and financial profiles of selected partners
- Organization and assistance during business meetings with your business partners

Services

- Assistance in commercial negotiations and support during the preparation of contractual proposals

MARKETING STRATEGY AND PLANNING

FIMAGO works with its clients to improve their marketing planning efforts and to develop both strategic and tactical marketing plans with the aim to maximise the competitive advantage and business performance of the client company on the foreign market.

A marketing plan starts with an analysis of external and internal trends, a well developed segmentation scheme, a meaningful positioning, and a carefully crafted set of marketing tactics.

ASSISTANCE IN THE INVESTMENT PROJECTS

FIMAGO assists you and provides all relevant information to make an investment decision:

- Analysis of direct investment conditions for foreign entrepreneurs in the country of interest
- Legal and technical assistance in the establishment of a new company or a joint-venture investment

Services



Markets of interest



ITALY



SLOVENIA



CROATIA



BOSNIA AND HERZEGOVINA



SERBIA



MONTENEGRO



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