

Strategic Marketing Plan for Germany

This service package offers knowledge of the strategic marketing issues necessary to bring your health tech products into the German spoken markets Germany, Austria or Switzerland. A structured approach will be crucial to achieve this target, and we will analyze and prepare the plans, market and competition analysis, measures, and investments you must put forward. Together we will set up a step by step plan and build up your necessary contact network in Germany or elsewhere.

This package will be a good help for you to make your dreams come true in order to kickstart your market introduction process

Investment: 15,000kr (value 60,000kr) + travel

Duration: ~1 month

Delivered by Aleap AS in collaboration with market strategy experts

Send email to info@aleap.no for ordering this package

Strategic Marketing Plan for Germany

NATIONAL HEALTH CONSORTIUM SERVICE PACKAGE



Aleap
for health startups



WHY STRATEGIC MARKETING FOR GERMANY ?

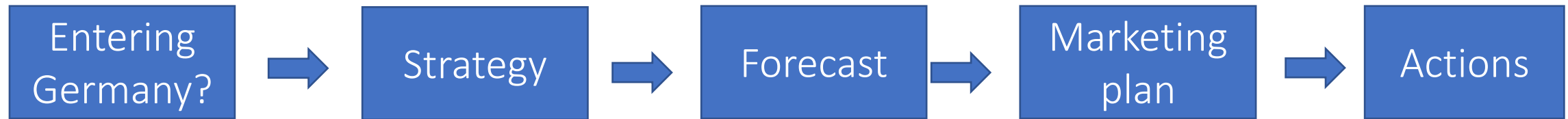
As a start-up it is easy to invest all your efforts into technology and innovation, thus losing sight of the paying customer at the other end. A strategic marketing plan can define the entire commercial side of your business.

This plan defines everything you need to have in place to move forward: Who are your customers? What are their needs? What differs you from your competitors? Which price structure should you put forward? How do you utilize the reimbursement structure? Which customers would you sell your products to? Where and how? Which income could you expect for years 1, 2 and 3? When and how will you become profitable?

The German tradition is based on structure, plans, audits and a strong hierarchy. This service packages reviews your existing business strategy and marketing plan through interactive workshops with you and your team, to make it particularly aimed at Germany and the German speaking countries. Following this we will work out of your SWOT analysis, give it a weighed structure and adapt it to German conditions. We will spend time on the actions and resources necessary for the German introduction and establish a long-term financial budget so you can identify your most critical threats and valuable strengths, how this will impact you financially and by when and at what cost it will establish you in your target markets. At the conclusion of these workshops we will bring together this analysis, feedback from your key stakeholders and our international experience to develop a strategic marketing plan and a prioritized action plan for entering the German speaking markets.



STRATEGIC MARKETING PLAN FOR GERMANY



Our position versus the German market.

- Our strengths
- Our weaknesses
- Opportunities
- Local threats?

Setting the strategy

- Interactive mind map activity
- Approach Germany?
- Staff?
- Collaborators?

5-year forecast:

- Market size?
- Segments?
- Our sales?
- Cost build-up?
- Profitability?

Formal plan doc.:

- Exec summary
- Objectives
- Company goals
- Strategy
- Marketing tactics

Planned actions:

- Negotiations?
- Approvals?
- Strategic decisions
- Need assistance?
- Target dates?

Example sub programs to this process:

- Discussions with hospital management.
- Discussions with research centers and consulting companies in Germany.
- Discussions with possible distributors
- Stepwise need for help and timeline



PRACTICALITIES

Confidentiality

We understand that protecting your idea is critical to your business, so we'll ensure that everyone involved in the support of your company through this program is covered by a confidentiality agreement.

Meet up in person

In order to get the most out of this program we expect that companies meet in person at the ALEAP incubator at the Oslo Science Park.

Allocate time

Your success in this program is dependent on the effort that you put into it. Your input and approval of program materials at all stages is required in order to keep the program moving forward.

Engage resources

As you complete the program be sure to reach out to your network. Incorporating numerous and ideally differing perspectives to inform your analysis objectives and goals will be invaluable.

Reach out to the ALEAP team if you have any questions about the process.



PHASE 1: ENTERING GERMANY?

Basing on your existing SWOT analysis this first phase consists of a 1.5-2hr workshop between your team and Aleap to line out the company's specific strengths, weaknesses, opportunities and threats in relation to the German speaking countries.

We transfer it into a model where all elements within each of the four categories are rated according to value and a grade of importance / likeliness. Thus e.g. a high threat which is quite unlikely to happen will achieve a low sum of total points, and we are able to concentrate on the real obstacles and probable gains when entering Germany, Austria or Switzerland.

The highest rated items are brought further into the strategy and we discuss necessary actions to handle them.

Effort:

~2hrs by company (including preparation the SWOT for workshop)

~5hrs by Aleap

PHASE 2: STRATEGY WORKSHOP

This second phase consists of a 3-4 hours workshop between you, your team and Aleap.

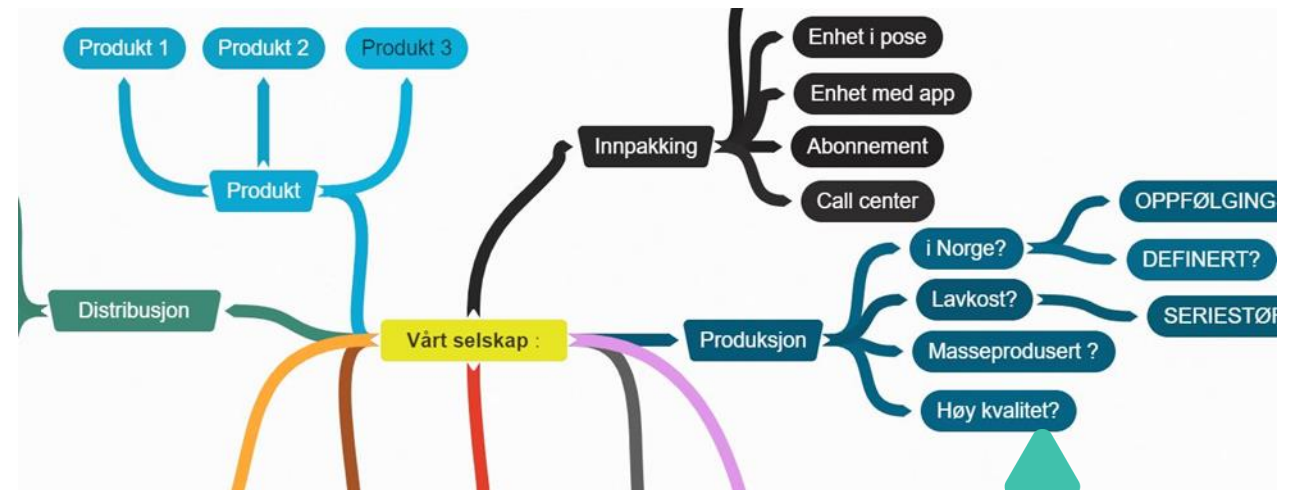
A mind map is a graphic method to illustrate processes and summarize discussions. The mind map is easily understandable and interactive. This process is done at the table, with everybody present who has responsibility for parts of the company. The model can be shared, and we can work on it although we may be in other parts of the country.

We will establish a strategic marketing plan for your entry into Germany, Austria or Switzerland. We will face market region, segments, target customers, resources, collaborators, approvals, distributors, marketing tactics, competitors and a lot more.

Effort:

~6hrs by company (including preparation for workshop)

~10hrs by Aleap





PHASE 3: 5-YEAR SALES FORECAST

This third phase consists of a 4-6 hours workshop between you, your team and Aleap.

Based on your own reporting format or on standard templates from our side we establish a 3-5 years sales forecast for Germany, segmenting the income into the selected market sectors and grouping the costs with their income side.

We do the basic selections and estimates all together around the table, and Aleap concludes, re-formats and finalizes optimistic and pessimistic cases as to the assumed market shares, selection of market areas and our impressions on how the competitors would react.

The goal is to test out the cost and investment borderlines and to assume when and how we could become profitable within the new market, in order to discuss it with your Executive Board.

Effort:

~6hrs by company (including preparation for workshop)

~10hrs by Aleap



PHASE 4: FORMAL MARKETING PLAN FOR GERMANY

Having accomplished phase 3, Aleap starts the establishment of a formal strategic marketing plan. The plan takes you through the chapters:

- Executive summary
- Stakeholder objectives
- Financial and strategic goals
- Strategy
- Marketing tactics
- Packaging tactics
- Implementation

The plan proposal is handed to the company, and we use a final meeting to go through its findings and consequences and to tune it into a common understanding.

Effort:

~2hrs by company (including preparation for workshop)

~20hrs by Aleap



PHASE 5: ACTION PLAN FOR GERMANY

It is important that the necessary actions and needs for decisions, which are the most important outcomes of the strategic marketing plan, are entered into a calendar system for closure. Thus we conclude the process by setting up a “to do list” along a calendar line with assigned responsibilities for execution and closure, be it Aleap officials or the company’s own individuals.

Aleap leads and contributes to the discussions, meetings and telephone calls wherever this is wanted or necessary. Aleap will particularly contribute in the presentation of the plan and the strategy process to the Executive Board.

The strategic marketing plan, even one for a dedicated country, is not a static document. The parties should therefore join for progress evaluation at least quarterly, to look to the fulfillment of the plan and to propose possible adjustments of the way forward.

Effort:

~2hrs by company (including preparation for workshop)

~5hrs by Aleap

Want to learn more?



info@aleap.no

<http://www.aleap.no>