

Buvias guide you to opportunities into markets

BUVIAS

Brandmanagement & Consultancy

Business Development

Our expertise
brings you to
new markets

A chain of
opportunities

There is your
revenue growth

Our expertise brings your portfolio to opportunities in new markets.

Buvias is able to guide you through new markets with your (new) product portfolio. Our experience is towards the Western and Asian/ Chinese market. In our business development, we approach small & medium size companies, global brands and distribution channels.

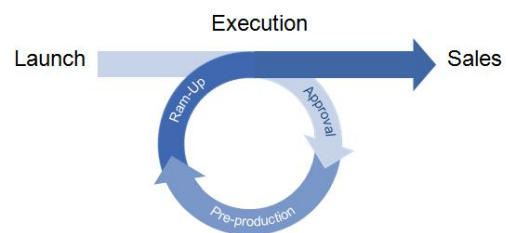
Our Business Development approach is divided into two phases:

- ✓ Preparation phase
- ✓ Execution phase

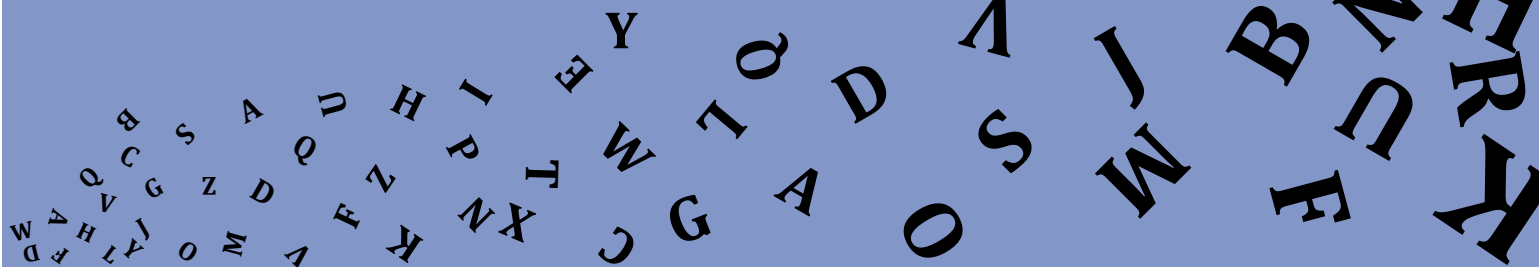
In the preparation phase we aim to understand your company, your portfolio and to work out a market introduction plan. This preparation phase consist of three steps.

During the execution phase we approach the target market as defined in the preparation phase, also this part consist of three steps.

Do you want to know more about our Business Development approach, please have a look on the back side of this flyer or go to our website: menu item Expertise/ Business Development.



The way forward



Intended effect

With this Business Development approach we are convinced that we give your product portfolio a differentiator to get the right buy-in at target customers.

For who is this plan?

Every entrepreneur who wants to enter a new market with a (new) product portfolio.

Your preparation

A solid product portfolio and a view which market you want to approach.

Introduction of your (new-) product into new markets requires a complete plan on

“Business Development”

Buvias has this experience and has developed an approach for a market introduction plan which consist of two phases:

✓ Preparation phase:

Our goal in this phase is to understand your company and product/ portfolio and to define the market penetration plan in the following three steps:

- Proposition
- Marketing communication material
- Define customer penetration plan for target customers

✓ Execution phase:

With the well-prepared and agreed market introduction plan, we penetrate the target market by the following three steps:

- Engagement towards targeted focus customer(s)
- Pilot production
- Ramp-up sales

For each step we make a clear defined plan where we describe the purpose of the steps, the deliverables, the conditions, throughput time and the business model.

Buvias, Brand Management & Consultancy has a high qualified network and a wide range of experiences. This allows us to provide all the support you need!

More information

Request information by info@buvias.com or via our website www.buvias.com about:

- [In- and Export Seminar](#)
- [Our Expertise](#)
- [Innovation & Knowledge transfer](#)

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