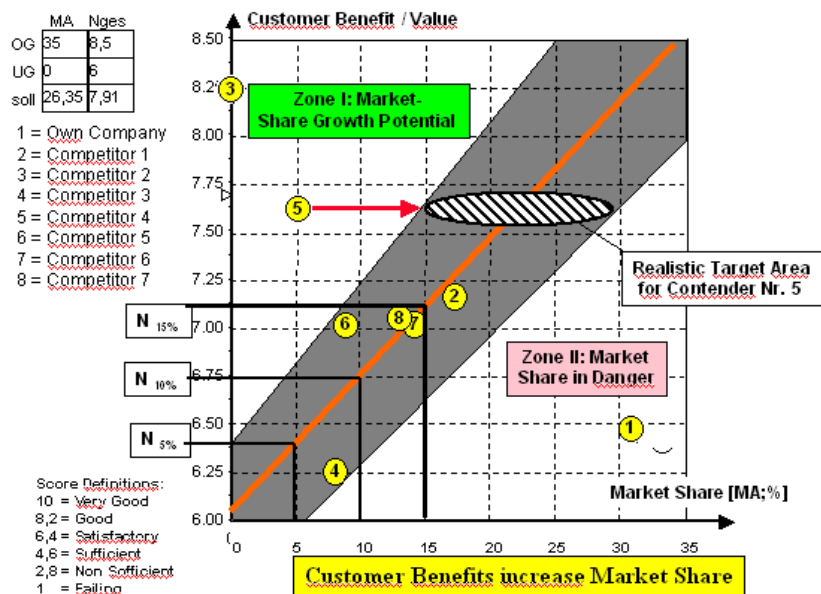


Market Entry, Expansion and Positioning



New markets represent opportunities and risks. Existing markets offer potential for business growth and market share increase.

GenevaServicesGroup is active in the Central European markets of Austria, Germany and Switzerland and will assist you in selecting an optimum site for your new business, in forecasting the degree of market acceptance of new products, in positioning your company and products vis a vis your major competitors, in calculating market share increase potential, in increasing customer benefit of your products and in estimating the impact of various market risks on your market plan.



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Geneva ServicesGroup uses an industry proven decision support software called *DecisionMaker*®. The principle underlying the GenevaServicesGroup methodology and support is the focus on the customer and the reliance upon data directly generated by the market.

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