

# The Project, Germany

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Establish the right distribution for MASSIVit in Germany

The German printing world is managed in a traditional calculated way with less passion for new developments compared to other countries such as UK. The awareness rises mainly once key market-leaders join the game, create the buzz and reputation and promote with it the product itself.

At the end of the day a German company wants to buy the product in Germany and get local services for it in the local language; We need to set it as a mid-long term target.

## Step 1

Allocate the key market player – Work from the office, make phone calls with my German network. Obviously not a sales speech but a market research.

- Printers (PSP) (hands on, finishing oriented)
- Media Owners (promotional real-estate owners)
- Brand Owners (VW, Audi, Football clubs, chains)

## Step 2

Travel to Germany to visit the key players; complete the picture and market understanding.

Dedicated preparation for each visit!

## Step 3

- Choose focus area and customer to sell to – 2 customers
- Consider the right model for Germany

Best

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About my connection to the German market: *My printing engineering studies in Germany gave me the key, not only to the world of printing, but also to understand the German mentality. The German language is crucial and opens the door for me permanently. It is more than 20 years that I have been working with the German market, it is my second home and playground and I fully understand why MASSIVit wants a BIG foot in it.*

