



Webinar Program  
„Market analysis, Market potential and Market entry“

**1 July 2020**

11:30 – 12:00	Registration of participants
12:00 – 13:30	<p><b>HOW TO CONQUER A MARKET</b></p> <ul style="list-style-type: none"> <li>• Who is Who?</li> <li>• Products v/s Benefits</li> <li>• The benefit oriented approach of conquering a market</li> </ul>
13:30 – 13:45	Break
13:45 – 15:15	<p><b>QUALITATIVE POTENTIAL</b></p> <ul style="list-style-type: none"> <li>• The qualitative potential of products and services and their analysis</li> <li>• SWOT analysis before market entry</li> <li>• Critical success factors of technology-driven products</li> </ul>
15:15 – 15:45	Q & A

**2 July 2020**

11:30 – 12:00	Registration of participants
12:00 – 13:30	<p><b>MARKET DEFINITION</b></p> <ul style="list-style-type: none"> <li>• Qualitative market definition</li> <li>• Quantitative market definition (market size)</li> <li>• Case study</li> <li>• The quantitative potential and its analysis</li> <li>• Drawing of a representative sample, questionnaire design, survey and extrapolation</li> </ul>
13:30 – 13:45	Break
13:45 – 15:15	<p><b>CONQUER A MARKET</b></p> <ul style="list-style-type: none"> <li>• Contact acquisition and establishing contacts</li> <li>• The 7 keys to contact acquisition</li> <li>• Obtaining addresses</li> <li>• Identification of contact person</li> <li>• Contact process</li> <li>• How to access decision makers</li> </ul>
15:15 – 15:45	Q & A