



PARTNERS IN MARKETING

July 2010 – PIM assists French multinational with market development

An important French player in the construction market has appealed to Partners In Marketing in order to explore the possibilities for market development in France. The multinational wants to realize growth by aiming at new geographic areas and is looking for new markets.

On the basis of sharp analysis of the current market situation and the opportunities in the market, Partners In Marketing assists the multinational to develop a successful distribution concept.

In the framework of the market development strategy and the further expansion of the distribution network, an intensive road show was organized throughout various city and business regions in France.

