



PARTNERS IN MARKETING

May 2010 – PIM explores market potential in France for Group Jonckheere.Wood

The wood processing group Jonckheere.Wood, Dubois.Wood and Hanssens.Wood is the market leader in Belgium in the field of distributing quality wood products and the fabrication of industrial truss structures. The group can take care of the complete realization of every wood structure in the building sector.

Future business plans encompass a further expansion of their activities in France. By means of in-depth market research, Partners In Marketing defines the market potential in Northern France. Market data, opportunities and threats, existing competitors and sales potential will be analyzed to discover interesting business opportunities in France.

Next, Partners In Marketing will draw up a marketing plan and assist Group Jonckheere.Wood with the commercial implementation.

