



SOLUTIONS BY

*– is a consulting concept
developed by the companies
Solutions by Sanders ApS and
Solutions by Oerum ApS*



We are solely focused on sales-related tasks in the trade zone comprising the DACH countries (Germany, Austria and Switzerland) and Scandinavia. We manage tasks throughout the value chain from analysis to implementation. We currently carry out tasks for central European companies seeking access to Scandinavia and for Scandinavian companies seeking access to the DACH countries.

Our work comprises all sizes of companies from small enterprises taking part in export-strategy programmes to listed companies seeking to optimise their current performance.



Assessment

We provide in-depth market analyses and market-potential assessments before your company establishes itself in new markets.

These analyses include everything from desk research, focus group interviews, market visits, procurement of market data to the implementation of qualitative telephone interviews, etc.

Our results are always documented in a comprehensive report. This process includes our presentation of the contents and recommendations associated with this.

Finally, based on the analysis results, we provide you, our customer, with our assessment of whether it is advisable for you to continue investing in your export strategy as it currently exists.



Strategy

Regardless of whether you, as a company, have done your market survey on your own or in cooperation with us, we offer to outline and articulate a market strategy/business model for you based on the analysis contents and the lessons learnt and knowledge gleaned from the market and our network.

In these efforts, we apply a selection of strategic models such as 'strategy canvas', 'value proposition canvas' and, not least, segmentation models to ensure an efficient, targeted implementation of the strategy selected.

In this phase, we always assess the selected strategy/business model as it relates to any cultural challenges inherent in the market.



Implementation

We are aware of the fact that the implementation phase turns out to be complicated for many companies. Further more this is also the phase where measurable results are created.

We take the position that if we can recommend an export strategy and describe it, then we can also implement it together with you.

We use this philosophy to challenge ourselves and our customers in terms of the quality and viability of the selected strategy.

We take pride in implementing the strategies we have helped draft, whether this involves managing, taking over or supervising the implementation of the strategy.

Export strategy

- Value proposition/USP's
- Market segmentation
- Qualitative/quantitative analysis
- Scenario processing
- Gotomarket strategy

Distribution development

- Business plan
- Partner identification
- Partner selection
- Drafting of partnership terms
- Selection of location

Sales management

- Establishing a sales strategy
- Establishing areas of focus
- Temporary management of a sales organisation
- Establishing trade conditions

Further details:

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Retail consulting

- Business development
- Business plan set-up
- Sanity check
- Establishment consultancy
- Budgeting

Performance management

- KPI strategy
- Reporting processes
- Analyses/insights
- Benchmarking analyses
- Sector data

Recruitment

- Personality versus corporate culture
- International search
- Recruitment of management
- Recruitment of staff
- Recruitment of partners



Carsten Schulz Sander

- Graduate Diploma in Business Administration (sales and marketing), Aarhus University
- 13 years of management experience from Bang & Olufsen, including managing director for Northern Europe
- 5 years of experience from start-up in Germany



Michael Ørum

- Accountant, Graduate Diploma in Business Administration (accounting), Copenhagen Business School
- 12 years of management experience from Bang & Olufsen, including managing director for the DACH region
- Resident of Munich for seven years



Our consulting concept is made up of equal portions of strategic appreciation and tough implementation work, leading to the establishment of long-standing cooperation, and we typically follow customers through multiple projects.