



Market Development as a Service

Overview of our Services

Real Estate | Mobility | Energy | Building Services Engineering | Information Technology

Our Approach

STEP 1 - ANALYSIS

Starting from the entrepreneurial and strategic situation, we assess the range of products and services, the relevant target markets, the foreseeable trends and developments (scenarios) as well as the relevant competitors and their service offerings.



STEP 2 - STRATEGY

Based on the analysis, we develop an opportunity/risk portfolio, evaluate potential business models and derive consequences for strategy, product development and sales. We further sharpen the market positioning and define the market strategy.



STEP 3 - DEVELOPMENT

We identify the relevant target markets and the corresponding target customers and define the necessary sales messages for the product or service. Any necessary product and service adaptations are initialized in this phase. Based on this, we determine the implementation.



STEP 4 - ACQUISITION

In the target market we are acquiring very specific pilot customers and pilot projects. The aim is to create references and to check processes, benefits and messages with potential customers. Our services include project evaluation and sales negotiations with the relevant decision-makers.



STEP 5 - DISTRIBUTION

We define the appropriate sales structure and processes based on our initial experience. If required, we also evaluate possible sales partnerships and support the development of fair contract models.

If desired, we continue to accompany our customers and support them in important questions or difficult challenges.



Our Services



The introduction of new products and services in competitive markets requires in-depth knowledge of the markets and customer needs, of the existing range of products and services and excellent networking in the specific market.

- We support companies in opening new markets for products and services in the real estate, mobility, energy, building services and information technology sectors.
- Together with our customers, we analyze products, services and markets, define specific strategies, develop sales concepts and provide concrete support in the acquisition of target customers.
- On behalf of our worldwide customers we take over the representation in Switzerland, Germany and Austria as well as the corresponding distribution services.

Analysis of the service portfolio, customers, markets and competitors in the context of current developments.



What do we do?

Analysis of your service portfolio, your current and potential customer structure, the current and potential markets, technological and social developments and your competitors.

The results are explained in a detailed discussion.

What does it get you?

You will receive a pragmatic analysis of your current situation regarding your service portfolio, your markets and your competitors, combined with possible options for further development or any necessary adjustments. This creates the basis for further strategic decisions.

How long does it take?

A comprehensive analysis takes about 8-10 working days. The amount of work depends strongly on the size of the company, the information and documents already available on products, services, applications, markets.

Positioning and consequences for the sales strategy are determined.



What do we do?

We develop future scenarios, work out a risk/reward portfolio and possible business models. From this we derive the necessary consequences for product development, sales strategy and the positioning of the company in the market.

What does it get you?

You will get a clear picture of how the future will develop and what the possible consequences will be.

We also provide you with the basis for positioning your company in the market with a long-term focus. You will be given ideas for a sales strategy that can establish and strengthen sales structures in a targeted manner.

How long does it take?

This sub-step is implemented within the framework of a concentrated workshop. One day each for preparation and post-processing is spent on this.

Analysis results and strategy decisions are transformed into concrete actions.



What do we do?

We develop concrete action from the results of the analysis and strategy work. Target customers and markets are narrowed down, the scope of services and business models are defined, and the necessary development steps and measures are mapped out in an action plan.

What does it get you?

Together we define the future target customers and markets, business models and the future scope of products and services. On this basis, development paths (resources / time axis / cost estimate) can be derived.

How long does it take?

This work takes place in the context of 1 to 2 concentrated workshops with a group of employees to be defined.

One working day is assumed for both the preparation and the post-processing.

Creation of the necessary conditions for successful sales.



What do we do?

Possible pilot projects will be acquired. A pilot is a project of a defined size that is suitable for the use of the product or service.

What does it get you?

The pilot projects create initial references and test the benefits and messages on the market. Together with customer experiences, business models and the acceptance of products and services in the target market can be validated and necessary corrections initiated.

How long does it take?

The services include project evaluation and sales negotiations.

The time required depends on the results of phases 1 - 3 and the customer projects. A time requirement of 3-5 months is expected.

Promotion of sales based on the results of the pilot projects.



What do we do?

We define the structures, processes and the necessary means for successful sales. If necessary, we evaluate possible sales partners and the corresponding sales and contract models. In negotiations we can provide targeted support if required.

What does it get you?

You see a clearly structured sales process, including the necessary resources and processes. Sales partners and sales model will be defined, and you will receive support in establishing partnerships.

How long does it take?

For the development of these foundations we assume a time expenditure of approx. 4 working days.

Further support is defined individually and charged according to effort and work.

Further Support

INEXTR supports its customers in sales and market development.

Distribution, domiciliation and fiduciary services

Depending on your needs, we can also take over the active representation in the target market for you, with all domicile and fiduciary services. This includes acquisition and distribution services in the target market as well as customer care on behalf of the company. We guarantee full security regarding legal, financial and tax requirements and ensure detailed reporting.

We will be happy to explain our services in detail if required.

Your Benefit

Active support from an experienced sales partner who knows the markets, competitors, trends and changes and has a large network of startups, manufacturers, integrators, investors and operators. In addition, we are your partner who understands the culture, language and peculiarities of the market and acts accordingly.

This is the most effective and economical way to successfully build up new markets and show presence.

Our prices are to be understood as guide prices based on how we estimate our expenditure. We prepare a concrete offer after a joint discussion, where we define the starting position, the objectives and the general conditions together and get an overview of already existing basics.

Our solutions can be tailored exactly to the individual needs - comprehensively coordinated or selectively supporting. The work is carried out sequentially. Each sub-step is agreed separately. There are no long-term commitments.

About us

Farsighted. With clear ideas.

We are a young, fast-growing swiss company, which is active in Switzerland, Germany and Austria. Our mission is to lead companies to long-term success in a goal-oriented manner. With a pragmatic approach in the age of digitalization we accompany companies into the future.

Multifaceted experience in strategic and operative management as well as in corporate development form our solid basis. We bring together market, management, people and technology and develop solutions that combine all necessary elements and form the foundation for sustainable success. A rich pool of successes and complex challenges helps us to recognize early on which solutions are goal-oriented. This forms the basis for us to move credibly and farsightedly in our areas of expertise.

Into the future with reliable makers.

Uncomplicated - professional - customer-oriented.