



## MARKETING STRATEGY FOR GERMANY BASED COMPANY

A reputable electrical appliance firm with headquarters in Germany wants to increase its market share in India. To effectively launch their new business in India, they partnered with **COOHO Branding Company**.

### MARKETING RESEARCH

Analyse the market conditions in which the organisation was looking to grow

Study of  
**Internal & External**  
forces present in market

**SUPPLY CHAIN**

**GOVERNMENT  
COMPLIANCES**

**COMPETITORS WORK**

Suggesting  
**RIGHT PRICING POLICY,  
SHELF LIFE OF PRODUCTS**

Through primary and  
secondary methods

Marketing Strategy to **GROW**  
in market and  
**JUDICIOUS USE OF  
RESOURCES** at  
**ADVERTISEMENT END**

**B2B REACHOUT**  
for successful  
**LAUNCH & EXPANSION**

### OUTCOME

When their products were introduced in India in September 2021, the company received positive feedback from the market and was pleased with the report COOHO Branding had provided. They have picked us to assist with their expansion objectives, and we are currently assisting them in establishing their footprint throughout the whole APAC region.