

## Get to know a market

Entering a new foreign market often looks very attractive at first glance. Without a proper market analysis though, such an endeavour can turn out to be expensive.

Jaray Consulting works very closely together with local partners resulting in comprehensive and consize information about a market.



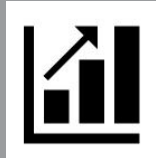
## Jaray Consulting offers the following services

### Market Analysis



- Market size
- Opportunities
- Threats like entry barriers

### Market Strategy



- Businessplan
- local Set-up
  - Timeline
  - Growth

### Local Partners



- Search and evaluation of local partners and representatives

### Project Management



- Support during implementation

## Over 30 years of experience in establishing foreign market strategies

A profound technical background allows Jaray Consulting to easily understand the applications and market requirements of your products.



Together with the know-how about the local market, this is a very sound starting point to define the optimal approach for your products into a new market.

Martin Jaray  
Master of Science (MSC, Physics, ETH) and  
Master of Science in Industrial Engineering (MSIE, ETH)

