EARTH LEADERS IMPACT

Business Development & Cross-Cultural Communication

Market Entry

Entering Romania

MARKET CHALLENGES:

ROMANIAN GOVERNMENT STILL PLAYS AN OVERSIZED ROLE IN THE ECONOMY IN TERMS OF EMPLOYMENT, OWNERSHIP OF ASSETS, AND INFLUENCE ON THE BUSINESS ENVIRONMENT.

INDEPENDENCE AND EFFICIENCY OF THE JUDICIAL SYSTEM, CORRUPTION, BUREAUCRACY, AND POLITICAL **INSTABILITY.**

POOR INFRASTRUCTURE CONTINUES TO NEGATIVELY IMPACT BUSINESS COSTS, PRODUCTIVITY, PUBLIC SAFETY, AND THE COUNTRY'S ABILITY TO ATTRACT FOREIGN INVESTMENT.

ALL PAYMENTS ARE MADE IN **LOCAL CURRENCY**. THIS CREATES TRADE INEFFICIENCIES DUE TO HIGHER TRANSACTION COSTS AND EXCHANGE RATE FLUCTUATIONS

ONGOING CHALLENGING WITH **RECRUITING AND RETAINING EMPLOYEES**. COMPANIES REPORT THAT SKILLED WORKERS ARE HARDER TO FIND.

FREQUENT LEGISLATIVE CHANGES WITHOUT PRIOR PRIVATE SECTOR CONSULTATIONS.

WHAT INFLUENCE SUCCESS:

PHYSIC / CULTURAL DISTANCE

KEY FACTOR AFFECTING ENTRY STRATEGY

ORGANIZATIONAL CULTURE

AN IMPORTANT VARIABLE AFFECTING STRATEGY AND DIRECTION

INTERNATIONAL EXPERIENCE

HAS BEEN SHOWN TO HAVE IMPLICATIONS FOR ENTRY STRATEGY SELECTION

COMPANY SIZE

KEY IN DEFINING ENTRY STRATEGY CONCEPTS, DETERMINANTS AND OPTIONS

WHAT WE COVER:

- Market analysis
- Business opportunities assessment
- Strategy development
- Product introduction and sales support
- Identification, selection, and profiling of suppliers / importers / distributors / potential clients / competitors
- Identification, selection, profiling of M&A / investment targets
- Business negotiations
- M&A, support, and pursuit to deal closure
- Identification of market opportunities: sourcing, sales, etc.
- Identification of market barriers
- Cross-cultural management
- Follow up services

Delivery Methods

1:1

TEAM

OUR CLIENTS ARE DYNAMIC,
SO OUR DELIVERY METHODS
MUST BE TOO.

AT ELI, WE DON'T BELIEVE IN A ONE-SIZE-FITS-ALL APPROACH TO BUSINESS EXPANSION, AND SO WE OFFER A RANGE OF DELIVERY METHODS FOR OUR CONSULTANCY.