

SUMMARY OF SERVICES

CNS DEVELOPMENT

- Company general management and assisting with company's professional project planning
- Advice on positioning your company within a new market or sector
- Company or product strategy risk analysis using SWAT , PESTEL etc
- Strategic market research leading to market penetration assessments and planning
- Direct sales representation and personal accompaniment during the start-up phase of the market penetration process
- Establishment of sales, distribution and systems integration networks
- Company mergers and acquisition search and subsequent integration of acquired company

Your first step in crossing the bridge for your company's future in International Trade to promote exporting



THE CHIEF EXECUTIVE



- Charles des MOULINS de FALAISE (BA Hons) is in fact English and has helped a large number of companies to successfully develop their businesses in foreign markets. Totally bilingual (English & French), as well as business German and Dutch. He has lived in Holland and Germany, and thus brings a multi-cultural outlook to business development. Previously the Attaché aux Affaires Commerciales at the British Embassy in Paris, he also held the post of Délégué Général for the development of Brittany and Normandy.



CNS INTERNATIONAL EUROPE LTD

CNS DEVELOPMENT

Charles des MOULINS de FALAISE
10, rue des Tourterelles
60800 DUVY - France

Telephone : 00 33 344 39 54 52

Fax : 00 33 344 39 54 70

Mobile : 00 33 680 87 41 05

Email : csinter@cnsinternational.eu

Web Site: <http://www.cnsinternational.eu>

CNS Development is part of the group

CNS INTERNATIONAL Europe Ltd

Siret: 401 794 888 00016 Code APE: 714G

Companies House Registration N° 5410442

INFORMATION ON OUR SERVICES



CNS INTERNATIONAL EUROPE LTD

DEVELOPING YOUR COMPANY ABROAD



TELEPHONE :
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00 33 680 87 41 05

WHAT IS CNS BUSINESS DEVELOPMENT ?

CNS International Europe Ltd is a specialist Business Development company based in the United Kingdom with an overseas office north of Paris, serving mainly Belgium, Holland and Germany. Pro-active, offering "hands-on" services with highly experienced senior staff we are able to accompany you into the European market of your choice and cover the full cycle of business development.

From basic Prospecting, Market Research, Commercial Strategy implementation and Development to establishing or Managing Agents and Distributor Networks, CNS Business Development brings you the solutions.

CNS DEVELOPMENT

CNS Development acts as your overseas branch for direct sales, product representation, as well as accompanying you in signing contracts with your target customers.

For more than 15 years we still pride ourselves on unrivalled connectivity with high level decision makers by identifying and approaching high management and board level directors as well as organising meetings and planning market strategy for various companies from a variety of sectors. This means a very fast decision process turnaround giving an excellent return on investment.

WHY EXPORT ?

Because you have to expand and diversify in order to keep pace with your rivals and ensure continued market growth in this world market place!

CNS Development is capable if intervening on your behalf where typically company managers and directors do not have the time or linguistic skills and especially lack the market intelligence and culture of a country, being essential in a long term strategy for success.

CNS Development thus accompanies you throughout the process and helps you understand the inner workings of a market in order to adapt your products or services to best serve the needs of the market. We also identify niche markets within the targeted sectors allowing you to penetrate and develop your sales.

HOW DOES IT WORK ?

CNS Development works on a pre arranged monthly fee over a set period with a percentage commission on the product of service concerned. Occasionally we work on a success fees basis for some very short term contracts.

The first introductory session concentrates on explaining the functionality of the market with an analysis for the potential success of your product or services.

CNS Development then proposes an action plan to take matters forward with a budget and clear commonly agreed predefined objectives.

CNS Development -
The motorway to
success



Unlike many competitors, CNS Development distinguishes itself by working on your behalf directly in the field collecting market intelligence and promoting your product or service directly to the predefined target audience, thus 'representing' your company as if CNS was actually part of your company's management team.

All contracts between parties are regulated under UK Law in the Courts of England and Wales.

HOW LONG DOES IT TAKE ?

CNS Development uses either the product or service life cycle as well as the current company's export strategy as a guideline.

Normally significant preliminary results of meetings are gained within the first three months, with a basic contract lasting six to twelve months to take into account annual tendering processes. Thereafter it will depend on your decision to continue until a satisfactory complete structure is in place.

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