

Sustainable Business Model towards expansion to foreign markets

We prepare Greentech companies to go abroad with sustainable business models.

Objective

To prepare a successful internationalisation plan with sustainability embedded in the business model.

Added value for the client

- Strategy for market entrance including market analysis, market trends, competitive landscape, barriers to entry.
- Expanded and modified business model with market expansion and sustainable development goals.

Procedure

PPNT experts work with client on internationalisation strategy based on sustainable business model.

The process is divided into 5 stages:

Stage 1: Application.

The company fills in a short online application form.

Stage 2: Concept meeting (duration: 1-2 hours).

The client meets with PPNT expert and discuss the client needs, targeted markets and the sustainability goals.

Stage 3: In-house analyses (duration: 1 month).

The PPNT experts work on the comprehensive market analysis while client delivers pivotal information for analyses needs.

Stage 4: Workshop with customer (duration: 1 day).

The PPNT experts conduct the workshop with active participation of owners/managers and relevant employees of the company. The goal is to discuss the current business model and to identify necessary adjustments corresponding with international market expansion and sustainability goals.

After the workshop PPNT experts finalise the report which will include a strategy and a plan for new markets entrance as well as a concept of modified business model with recommendations related to adapting new sustainable targets.

Stage 5: Presentation of the new business model and internationalisation strategy (duration: 1-3 hour meeting).

The SME and PPNT expert meet and discuss the new business model and internationalisation plan.

Contact

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