

INDIVIDUAL MATCHMAKING

Companies often face problems in establishing commercial presence on Russian-speaking markets. Difficulties arise in finding a reliable partner and later in organizing and maintaining a successful cooperation. Lighthouse offers an Individual Matchmaking program to overcome these problems.

Individual Matchmaking is designed to reach the results that the client, without the involvement of Lighthouse, would at best reach after three or four visits to a Russian-speaking market. The program saves the client time and money and reduces potential business risks.

Goal, Objectives and Actions of Individual Matchmaking

Goal	Objectives	Lighthouse Actions
Establish effective commercial presence on Russian-speaking markets	A. Obtaining an overview of the market	1. Conduct a short market scan in order to clarify: <ul style="list-style-type: none"> a. Segmentation of the market. b. Competitors and potential clients.
	B. Creating a network of useful contacts	2. Individual Matchmaking in order to search for potential partners: <ul style="list-style-type: none"> a. Lighthouse formulates together with the client the requirements for the potential partners. b. Based on these requirements, Lighthouse generates a long-list of potential partners. c. The client and Lighthouse discuss the long-list to ensure the identified companies on the long-list match the requirements of the client. d. After that, a short-list is composed through personal interviews with the companies on the long-list. This short-list consists of candidates that best suit the formulated requirements and demonstrate the highest likelihood to cooperate with the client (on average 5-7 candidates). The companies on the short-list are provided with price lists and delivery conditions of the client. Furthermore, company brochures between the client and the short-listed companies are exchanged. e. In order to discuss concrete ways of cooperation, the potential partners from the short-list are invited to personal meetings with representatives of the client, which are organized by Lighthouse. These potential partners have expressed an interest in cooperation and have received your company information. f. During the meetings a Lighthouse consultant is present to translate and to provide advice and recommendations to the client. g. Optionally, meetings can be held by Lighthouse representatives on behalf of the client.
	C. Creating a relationship with a matching partner	3. Lighthouse advises and assists the client during the whole process of establishing a relationship. This includes, but is not restricted to: <ul style="list-style-type: none"> a. Legal advice (contract drafting). b. Tax advice. c. Operational advice (e.g. customs). d. Translation services.
Optimization of sales	D. Sales and marketing support	4. Lighthouse offers sales and marketing support for the products of the client after the Individual Matchmaking is completed.

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We offer an initial one hour consult free of charge.