

## Mecanics / SME: 20 mlns Euros

### Context and goal of the project

- ✓ Ambition to expand sales on the polish market
- ✓ Will to get closer to the main contractors in industrial sectors in Poland
- ✓ Strong competitive environment
- ✓ Local distributors not efficient
- ✓ Low visibility on the market

### Support from the VALIANS INTERNATIONAL's experts

- ✓ Creation of a subsidiary in Cracow, domiciliation of the company at Valians, and book-keeping
- ✓ Providing of Valians' offices in Cracow for the transition manager and a technical support representative
- ✓ Recruitment of the new team: manager and assistant
- ✓ Coaching
- ✓ Search for a building to rent (500 sqm) for set-up of an assembly line
- ✓ Sales support to canvass new potential clients / key accounts in sectors like aviation, logistics and industrial equipments
- ✓ Support in finding local suppliers

### Results

- **Subsidiary fully operational**
- **Over 20 deals concluded in year 1 with new key accounts**

### Timing for the operational running-up of the local structure: 7 months

