

Europeans will buy the best products available regardless of the country of origin.

### **10.6 European Presence**

Glenayre expects that its customer base will expand considerably in the UK with deregulation; it therefore opened a sales and service office in London in May 1991, and staffed it locally. Glenayre is planning to open an office somewhere in continental Europe later this year. These offices will be staffed by sales engineers, service engineers, applications engineers and, possibly, a sales coordinator.

### **10.7 Some Observations**

Russ Allen, Vice President - International Sales, Glenayre Electronics Ltd., had the following advice for companies contemplating exporting to Europe. First, he advised, make sure that you have a strong domestic (North American) market before going

offshore. Glenayre has now saturated the North American market, so that significant sales growth in its current product lines can come only from the development of offshore markets.

Mr. Allen also advised that you should find out how to make your product fit into the market. He noted that operating conditions can be very different in foreign markets, and that your products should therefore be customized to suit the market requirements, through the development of specialized software, for example.

### **10.8 Conclusions**

Glenayre Electronics Ltd. has concentrated its marketing efforts mainly in North America and, to date, has made relatively small inroads into Europe. With greater effort in Europe, including the recent opening of its UK office and plans to open another office in continental Europe, its performance should improve dramatically.