

For many companies, the secret of success, particularly on the highly consumer market, is to identify and exploit a narrow market segment. To identify this niche, on-the-spot market research is virtually essential. Regional variations in consumer spending patterns are much more marked in Germany than many similar-sized countries, and importers should always seek local advice to establish whether their product is accepted well in a particular area. Even domestic producers usually pick a "Nielson" area to test their product prior to launch.

Foreign producers should always be prepared to see the market from the German point of view and adapt their product accordingly. Firm trying to break into the sophisticated and fiercely competitive German market must maintain consistently high product standards. West Germans are prepared to pay high prices for their purchases, but demand high quality in return.

FOR FURTHER INFORMATION:

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