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MARKET ENTRY & REPRESENTATION

# Crossing the Line, the Right Way.

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# Why Crossing the Line Rarely Goes as Planned.

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Most Turkiye-based manufacturers have the product and the ambition. That part is not the problem.

**The problem is what happens next.**

**Companies that skip this step don't fail because they lack a good product. They fail because the first move was built on assumptions instead of evidence.**

## OUR APPROACH

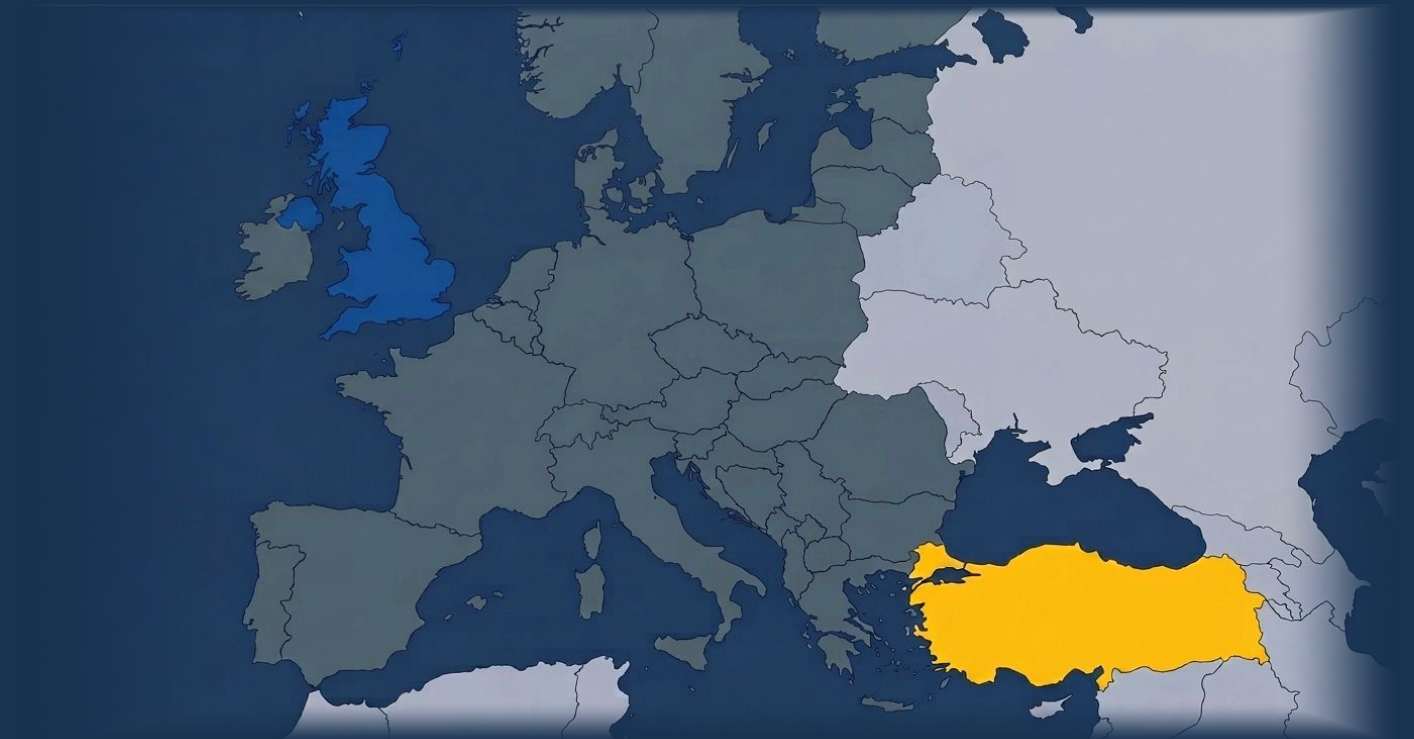
# Strategy Before Presence.

We start with a question: are you ready, and what does ready actually look like?

Our approach works backwards from your actual situation. We figure out what's missing, build the right foundation, and then move into visibility and active representation.

- **01 Ready?**  
Are you prepared for this market?
- **02 Plan**  
What's the right route in?
- **03 Visible**  
Can the right people find you?
- **04 Present**  
Who represents you on the ground?

**Four packages. You can start at any point. You can take one or all four. The structure fits where you are, not where we think you should be.**



**We know this route. But every journey is different. This one is yours.**

## PACKAGES AT A GLANCE

# Four Packages. Start Where You Are.

### 01 Export Readiness Kit

*Before you invest, know where you stand.*

Are you ready for the UK and European market? This package gives you a clear, honest answer.

### 03 Market Presence & Visibility Pack

*Be found. Be understood. Be taken seriously.*

Digital and commercial visibility built for international B2B audiences. Website, SEO, LinkedIn, trade fair planning.

### 02 Market Entry Launch Pack

*Strategy built for your situation, not a template.*

If you know you're ready, this defines exactly how to enter. Target segments, positioning, and a structured roadmap.

### 04 Rep-as-a-Service

*UK presence, without the overhead.*

A dedicated UK-based point of contact. Meetings, site surveys, field assistance, and active engagement in your name.

## PACKAGE 01 - EXPORT READINESS KIT

# Before You Invest, Know Where You Stand.

This package answers one question: is your company, product, and commercial structure ready for the UK and European market?

### WHAT WE DO

Assess technical, commercial, and operational readiness against market expectations

Identify gaps in standards, documentation, certifications, or positioning

Map competitor presence and benchmark your position in the target market

# 01

OUTCOME

A clear answer. Ready or not, and exactly what needs to change. No assumptions. No generic templates.

*If you've already assessed your readiness and know you're ready to move, Package 2 picks up from there.*

## PACKAGE 02 - MARKET ENTRY LAUNCH PACK

# Strategy Built for Your Situation, Not a Template.

This package builds a structured entry plan around your actual strengths and the real market dynamics.

### WHAT WE DO

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Conduct focused UK and EU market analysis specific to your sector and product

Define target segments, priority industries, and buyer profiles

Build a structured roadmap with clear milestones and decision points

# 02

OUTCOME

A market entry plan built on evidence, not optimism. You know where to go, who to talk to, and what it takes to get there.

*Already have your strategy in place? Package 3 builds the presence that makes you visible in the market.*

## PACKAGE 03 - MARKET PRESENCE & VISIBILITY PACK

# Be Found. Be Understood. Be Taken Seriously.

This package builds the digital and commercial visibility a Turkiye-based company needs to be credible in the UK and European market.

### WHAT WE DO

UK and EU-targeted website or landing page, in English, built for the right audience

SEO foundation: keyword mapping, metadata, and technical setup for discoverability

Company profile, product catalogue, and pitch deck design for international audiences

# 03

OUTCOME

A credible, consistent digital and commercial presence. When a potential customer finds you, what they see matches the quality of what you offer.

*If your presence is already built and you need someone on the ground, Package 4 is where active market engagement begins.*

## PACKAGE 04 - REP-AS-A-SERVICE

# UK Presence, Without the Overhead.

You're ready. Your strategy is set. Your visibility is built. Now you need someone in the market, in your name, doing the work that only happens face to face.

## WHAT WE DO

Act as your dedicated UK-based point of contact. Named, reachable, accountable.

Attend meetings, initial discussions, and site visits on your behalf

Conduct site surveys and provide field assistance where needed

Provide structured market feedback on a regular cadence

# 04

OUTCOME

Credible local presence and active market engagement. No cost or risk of full-scale local setup.

## WHO THIS IS FOR

# Built for Türkiye-Based Companies at Any Stage of Market Entry.

### You might be:



A manufacturer with a strong domestic track record, considering the UK or Europe for the first time



A company that tried international expansion before but didn't get the traction you expected



A business that needs to validate whether the timing and the market are right before committing resources



A company ready for active market engagement but not yet sure about a permanent UK operation

**You don't need to be at the beginning. You don't need to take all four packages. Start where you are.**

## HOW WE WORK

# From First Conversation to Active Presence.



### STEP 01

## Understand Your Position

We start by listening. Where are you now? What have you tried? What does success look like for you?



### STEP 02

## Assess and Plan

We evaluate your readiness, map the market, and build a structured plan that fits your situation and budget.



### STEP 03

## Build Presence

We create the commercial and digital assets that make you visible, credible, and findable in the target market.



### STEP 04

## Represent and Engage

We act on your behalf in the UK market. Meetings, follow-ups, site visits, and reporting. In your name.

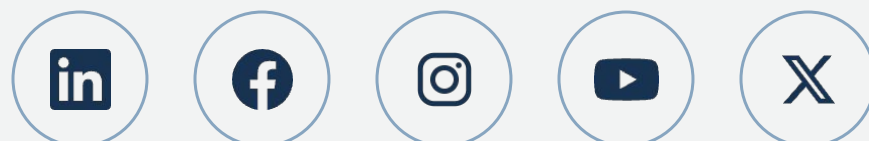
# See If We're a Good Fit.

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*Strategy meets engineering.*



Scan and we'll take it from there.