



## Why is the Feasibility Study recommended?

### What is the feasibility study?

- a sales result & marketing study concentrated on the UAE
- a strictly focused study concentrating on our company & product range
- a study targeting sales results focusing on efficiency & reducing investment
- you recognize your company's success potential in the UAE

### What does it include?

- market potential study → market volume & sales turnover
- competitor analysis → competitor presence & price situation
- price study → market price situation & acceptance
- SWOT analysis → success & risk evaluation
- sales & distribution concept → individually adapted & recommended strategy

### What are the advantages?

- you get an overview of your market share in the UAE
- risk assessment and a clear decision basis for further steps to increase sales
- investment sharing of the feasibility study between your company and GTV Global

### What are the next steps?

- a personal presentation of the feasibility study and its results in our company
- showing reachable sales volumes and possible market shares of your company
- introduction of the recommended sales & distribution concept

### Why our company?

GTV Global offers the making of the feasibility study to selected companies only, which are having products GTV Global is interested in, seeing a great success potential in the UAE / GCC-Region