



*Lulla Consulting* – competence meets initiative !

# Key - Data

## International Consulting Agency

Founded: 2005



## Locations

Germany

Regensburg (HQ)

Italy

Verona

USA

Portland (OG)  
(Satellite Office)

# Focus

 Consulting during start – up phase

 Company representation

 International Sales

 International Sourcing

# Target group

- **Customer profile**

- *Small and medium sized companies with the intention to internationalise*

- **Sectors**

- Automotive
  - Machine building industry
  - High Tech - Industry
  - Food industry

# *Consulting*

- **Consulting / Support during the company start up**
  - Consulting activities for SME
  - Assistance for the build up of subsidiaries abroad
  - Market studies and market analysis in the target markets
  - Site selection and site analysis for company start up
  - Personnel recruitment in the target markets

# ***Industrial representation***

- **Company representation abroad**
  - Active company presentation in the target markets
  - Key-Account-Management and Customer Relationship Management
  - Back-Office activities
  - Warranty activities and After Sales

# ***International Sales***

- **Sales consulting and set up of international sales structures**
  - Analysis of the sales process - Optimisation of the sales channels
  - Build up and extension of new Sales structures (Export consulting)
  - Caring of existing customers
  - Identification of new customers and new markets
  - Search of and negotiation with strategic partners

# *International Sourcing*

- **Consulting in finding new sourcing opportunities**
  - Analysis of procurement markets
  - Supplier search and supplier selection
  - Search of and negotiation strategic partners
  - Technical and commercial assistance in the target markets
  - Purchasing and contract negotiations

# *Current Projects*

Zulla Consulting supports currently companies from various sectors with their international projects

<b>Sector</b>	<b>Project</b>
Automotive Producer	Zulla Consulting is in charge of the implementation of a sales structure for a leading European car producer. Sub-sector Commercialisation of spare parts for cars and industrial vehicles.
Automotive Supplier	Zulla Consulting is entrusted with the re-organisation of the sales Department of an Italian automotive supplier. Main objective is the optimisation of the existing sales structure and the internationalisation of the company.
Electronic/ Automation	Zulla Consulting supports various medium sized companies operating within the industrial automation sector with their international Business development. Detailed market studies and competitor analysis are here the essential tools for the investment in a new market.

# *Current Projects 2*

Zulla Consulting supports currently companies from various sectors with their international projects

<b>Sector</b>	<b>Project</b>
Paper and Board Industry	Zulla Consulting is entrusted with the „transplantation“ of the production of a medium sized company from Italy to Germany. The objective is to increase the companies production capacity and the improvement of „Time-to-market“.
Online Sales	Zulla Consulting supports a company in building an Internet platform for the sales of Lifestyle products. Main focus is the marketing sector. Moreover a CRM will be implemented and the international logistic process will be improved.
Machine building and Plant manufacturing Food sector	Zulla Consulting is involved in a major project: Main task is the search and qualification of suppliers for the construction of new plant for the production of food products. The supplier structure includes companies from the specialised machine building sector, as well as producers of packaging machines, silos for storage and transport belts producer. The project had a time horizon of several years and has been concluded successfully this year.

# *Current Projects 3*

Zulla Consulting supports currently companies from various sectors with their international projects

<b>Sector</b>	<b>Project</b>
Car / Truck Supplier Industry	Zulla Consulting obtains the sales right for the commercialisation of Elastomers which are Mainly applied in the car industry. The main focus lies here in finding new international markets and to diversify the existing product portfolio of the customer.
Machine and Plant construction Electronic Interfaces	Zulla Consulting supports a medium sized German company by its business development in Italy. Therefore we searched and qualified the most suitable Sales partner with an own sales Structure in order to accompany our customer into the new target market.

# *Cooperating with us*

- 5 reasons why you should co-operate with us



We are reliable



We are professional



We give your company an added value



We have experience and good contacts



We are identifying ourselves with our customers



## *How to contact us*

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