Your consulting and market research experts for Poland

Company presentation
Take advantage of our free initial consultation!
We offer services and consultancy for enterprises and organizations of all sizes. Feel free to contact us to learn how we can assist you.

Make it work - PCS Consulting

Know-how
- Experienced, professional advice and support
- Contact networks
- Market analysis methods
- Interview and research in-depth market analyses
- More than 10 years of activity
- Clients from various sectors

Why Poland?
- Top 10 countries
- Poland’s competitive advantage
- Market opportunities
- Business infrastructure
- Fiscal advantage

Our Services
- Consultancy and market analysis
- Product marketing
- Business management
- Fiscal advantages
- Referral specialists

Some references

Our Company
- Our goal is to provide you with quick and cost-effective solutions to
- Our mission is to support companies and
- Our services include

Our know-how

Why Poland?

Our Services
Our Company

Our goal is to provide you a quick and successful access to the Polish market. Our solution expertise includes individual counseling at all stages of your business development in Poland as well as of your sales expansion to Poland and is tailored to your requirements.
OUR SERVICES

- Recruitment of sales and key personnel
- Lead generation
- Business meetings/trips
- Market research and market analyses
- Distributor/importer/sales partner search
- Supplier/manufacturer search
- Strategy consulting
Market Research & Market Analyses

- customized market, competitor, demand, benchmark and location analyses + empirical analyses with Success Resource Deployment (SRD) and Quality Function Deployment (QFD)
- reports on country, industries and companies
- company lists/company databases (with suppliers, importers, distributors, Leads)
- surveys of your Leads, customers, distributors, suppliers, competitors
- search for suitable suppliers and manufacturers for your production outsourcing and for build-to-order production including solicitation of offers
Export Consulting

- identification, evaluation and delivery of most qualified importers, distribution partners and sales representatives
- recruitment of sales people (for employment in your headquarters or in Polish branch (also management level))
- organization of and assistance in your business meetings, business trips, company visits
- clarification of import barriers and of tariffs
- clarification of product certification
- creation of company profiles to suitable partner companies
- on-site office service and project-related translations into Polish
Company Incorporation

- business plans and location analyses
- search for suitable real estate, offices and land
- foundation and registration of your Polish branch (sales office, production plant)
- support in the realization of your greenfield or brownfield investment
- search and evaluation of suitable companies for investment in M&A
- review and applying for EU funding (with local partner)
- recruitment of personnel that is needed for the commencement of your business operation in Poland
- organization of and assistance in your business meetings, business trips, of site visits, office viewings, company visits
- on-site office service and project-related translations into Polish

and additionally: legal advice, tax advice and auditing with local partners
Strategy Consulting

Strategic consulting on your market entry, on market positioning and on your sales development; empirical analyses to improve your market shares

Our analytical tools include here:
- Make-or-Buy decisions
- SWOT analysis
- Gap analysis
- Portfolio analysis
- Success Resource Deployment (SRD)
- Quality Function Deployment (QFD)

Our modern analysis methods such as Success Resource Deployment and Quality Function Deployment will help decisively improve your products and cut costs at the same time.
Our Management

Daniel Blotenkämper
Managing Director

Magdalena Żeprzałka
Vice Managing Director

The consultancy Poland Consulting Services Sp. z o.o. was established in February 2004 and is located near by Wrocław in Poland.

Our highly qualified and multilingual consulting team is the guarantee for the successful project realisation. The German-Polish Management Board consists of qualified business managers with German and Polish higher education and professional qualifications.
Daniel Blotenkämper- Managing Director

Specialised in foreign investment, in export to Poland, in trade, acquisition and marketing. In the last years responsible for numerous customer projects concerning export consulting and business establishment in Poland.

Since 2004 Mr. Blotenkämper has been managing director and co-partner of the Polish consultancy Poland Consulting Services Sp.z.o.o. Before changing to Poland Consulting Services he worked for the audit and hotel consulting company Pannell Kerr Forster (PFK) in Munich, where he was responsible for hotel evaluation and feasibility studies. He completed his degree in Marketing and Management Studies at the University of Applied Sciences in Munich with special emphasis on hotel trade and conferences including studies at the University of Malaga in Spain.
Magdalena Zeprzałka – Vice Managing Director

Specialised in the creation of market studies, benchmarking studies with application of Success Resouces Deployment and in development of strategies.
In the last years responsible for numerous customer projects concerning market entry and investments in Poland.

Since 2004, Ms. Zeprzalka has been Vice managing director and co-partner of the Polish consultancy Poland Consulting Services Sp.z.o.o. Before, she worked as a consultant in German consulting companies for projects in Poland and as a market analyst with Siemens Mobile in Munich. She completed her marketing and management studies at the University of Applied Sciences in Kempten/Germany with special emphasis on corporate development and consultancy as well as banking, finance and investment economy. She also completed a degree in Tourism Management Studies at the University of Krakow/Poland.
• for 14 years on the market
• individual, target-oriented advice and support
• solid market network
• modern analysis methods
• numerous own, published in-depth market analyses
• more than a hundred databases with contacts to companies from different industries

OUR KNOW-HOW
Extract of our company's own publications (market studies):

- Shopfitting in Retail Sector in Poland
- Retail market in Poland
- Rental linen for the hotel industry
- Workwear and rental of workwear in Poland
- The Real Estate Market in Poland
- Feed additives for livestock, disinfectants, insecticides
- E-Health in the Polish Health Industry
- The Pharmaceutical Market in Poland
- Dental care and dental treatment in Poland
- The Galvanic Surface Treatment Market in Poland
- Thermal Energy Machining (TEM)
- Electropolishing and pickling of stainless steel
- Precision milling tools
- Road and slope stabilization systems made of steel
- The IT Market in Poland
- Opportunities for IT, technology and consulting companies in Poland
- The Wine Market in Poland
- Recovery Audit Services
- The Polish Banking Industry
- Product and price analysis in telecommunication, insurance, banking and energy sector
- The Toys Market in Poland
- The Jewelry Market in Poland
- The Sweets Market in Poland
- Benchmarking of the customer focus of European Airlines – an empirical analysis with Success Resource Deployment
- Poland – Travel destination for German tourists. A customer-oriented product development based on an empirical study.
PCS in the Press
Schleichere Kandidaten

In diesem Jahr spielen zwar die Börsenzeichnete der Versicherer PZU und der Energiewirtschaftsunternehmen Tauron Milliardier ein und sollen einmalige Ausnahmesituationen hervorgerufen werden, aber Vergangenheit von der Auto-


Privatisierungen im großen Stil sind diese Jahre kaum mehr zu bewerten. Der Verkauf der Versorger liegt auf Eis, seit Polen große Schieflager vornahmen. Einen Sieg in der Zukunft für das gute Vieh ausgesetzt, werden bestätigen können. Im Charakter des Staates sind die Preisvorstellungen zu hoch, die markenbewusste will sowie niemand kaufen.


Regiert werden die Deutschen auf dem Wort "Vielleicht gibt es da ein Missverständnis", erzählt ein deutscher Banker, der sich mit diesem Thema beschäftigt. "Privatisierung bedeutet in Polen nicht unbe dingt, dass Staatsbetrieb an ausländische Investoren verkauft werden. Dem Land mangelt es nicht an wirtschaftlichem Wissen, es bringt immer wieder fest, was davon traurig, hier für billiges Geld große Konzerne zu übernehmen, hat das Land nicht verstanden."

Die Autoren
Magdalena Zeprzalka, Mitglied im Airline-Team des Kompetenzzentrums für Unternehmensentwicklung und -beratung (KUBE) e.V., Kempten, und Prof. Dr. Dietram Schneider, Professor für Betriebswirtschaft an der Hochschule für Wirtschaft und Technik, Kempten (Allgäu), Vorstand des KUBE e.V.

Airlineindustrie im Umbruch


Design des KUBE-Projekts „SRO-Airline-Benchmarking 2003“
Daniel Blotenkämper:
Halkın yarışından fazlasının hala mücevheri yok!

"Polonya, ihrac ettiği fazlasını ithal ediyor" diyen Polonya Danışmanlık Hizmetleri Genel Müdürü (PCS) Daniel Blotenkämper, piyasada fiyatlı birlikte kalitenin de çok belirleyici olduğunu söyledi.

MELIKE KILYOZ

Polonya'da, yarışma yapıp çıkarırların bazıları arasında alınan 150 milyon dolarlık ilgili fazilatlı ölçümler yapılarak, elle üretimi ve elde edilen serinlikleri en yüksek seviyelerinde.

Polonya Danışmanlık Hizmetleri Genel Müdürü Dany Blotenkämper, Polonya kuyumcuk piyasasının Gold News'a konuştu.

Polonyalı tüketiciler aşırlık yaparken nekere dikte ediyor? 


Polonya piyasasının potansiyeli hakkında bilgi verebilir misiniz? 

Polonya kuyumcuk piyasası, artan alım gücünde biraz daha alım planını uygun ve gelirlerindeki kısıtlık bireylere olmayan genç bireyler. Geçen 10 yıl içerisinde arttı ve zengin Polonyalı sütumu kıyı kılmakta.

Polonya'nın kuyumcuk üretimini nasıl? 

Polonya, ihrac ettiği fazlasını ithal ediyor. Polonya kuyumcular, kehirlerde bulunan, böylece, çok iyi oldukları için, 10 yıl içerisinde arttı ve zengin Polonyalı sütumu kıkmakta.

Polonya halkı, daha çok hangi tip mücevher le giyimler? 

Polonyalılar, çaprazlıkla alınan alam/router, yada, for companies that invest in Poland to be successful, detailed studies on the market are required. Poland Consulting Services provides detailed market analysis on the jewelry market in compliance with every customer.

General Manager of Poland Consulting Services Daniel Blotenkämper talked about the Polish jewelry market when he came to Gold News.

What do Polish consumers take into consideration while shopping? 

The buyer expects product quality at a reasonable price with modern design. Polish consumers have higher purchasing power from year to year. Regarding jewelry, in addition to the price, the product quality (especially the gold sample and the gold processing) becomes more important. Given that Polish customers are fashion-conscious the design is very important.

Can you inform us about the potential of the Polish market? 

The Polish market of jewelry is still a young market, which is also little saturated while increasing purchasing power, so the will certainly grow in the coming years. Over the last 10 years the number of affluent and wealthy Poles have more than doubled.

What would you like to say about the Polish jewelry sector? 

The Polish market for jewelry is a dynamic market with great potential. The market value is about 2.8 billion zloty. The Polish market share holds the major producers of jewelry with a big gold jewelry networks. It is estimated that these 3 producers have together about 40-45% of the market share in the market with more than 200,000 inhabitants. The Gold Jewelry takes a clear dominant role among the materials. Gold jewelry is popular from Italy, who regard the customers as higher quality and relatively expensive. Italian imports are more likely for a lower quality.

How is the jewelry production in the Poland? 

Poland imports more than it exports. Polish jewelry producers are especially famous for amber jewelry. The three major producers are VIVIKA S.A., Apart Sp. z o.o. and Wies Bloner Sp. z o.o.

What kind of jewelry do the Polish people show most interest in? 

Polish people like to buy golden wedding rings and necklaces, but also watches and fashion jewelry. A large increase in sales in recent time have diamond.

What would be your advice for Turkish jewelers interested in the Polish market? 

Before entering the market, it must be checked whether the price copy with the taste of Polish consumers. For example, jewelry in strong yellow gold or with green tint is not so popular. Quality and design must be in good proportion to the price.

What are the market's disadvantages? 

It is not easy to find the right sales partner with a good sales network, as there are a lot of small and weak distributors. The market is still not opened. But there is also a strong potential in the gold jewelry with the new customers.

Can you give information about Poland consumers? 

The country of Poland has about 38.4 million inhabitants. Just over half of the Polish population is between 15 and 65 years old. The wages are steadily increasing.

What kind of cooperation is there between Poland jewelry industry and Turkish jewelry? 

In this industry there are many organizations and associations, but we are not aware of dealing with the Turkish-Polish economic relations. There are many Turkish manufacturers that their products mostly in Poland using a Polish importer such as KOSMA Gold.

Which are the regions where jewelry is much more improved and demanded? 

Above all major cities and conurbations.
WHY POLAND?

1. 38.5 mn strong domestic consumer market
2. 430 academic centres with over 1.4 mn students
3. appr. 45% of Poland's citizens are under the age of 35
4. Strategic location
5. Stable and growing economy
US-American manufacturer of industrial chemicals with more than 5,000 employees in 50 countries

global operating US IT company with turnover of about USD 500mn

leading provider of Aftermarket Hardware Support and Services from Silicon Valley

Leading manufacturer of household appliances from Latin America

company from Scandinavia offering recovery audit with offices in 5 countries

Dutch shopfitting company

International consumer association from Benelux

French provider of rental care of textiles and hygiene products

Italian manufacturer of MF/HF induction-heating machineries

leading dental chain from Spain

Swiss company, worldwide distribution of process chemicals
Swiss manufacturer of high-quality adhesive systems

from Germany:
- IT company group with turnover of € 450 mn
- manufacturer of packaging, annual sales of more than € 120 mn
- manufacturer of precision milling tools with € 4 mn annual turnover
- mid-sized, family-owned manufacturer of conveying and filter systems with annual turnover of more than € 130 mn
- provider in the field of functional surfaces with 19 locations in Germany
- manufacturer of storage and transport technology
- chemical and electro-chemical surface treatment of stainless steel and nickel base alloys
- well-known natural cosmetic brand

- Israeli manufacturer of road stabilization systems
- Israeli manufacturer of livestock feed

Russian manufacturer of ingredients for the food industry

Foreign Trade & Economic Cooperation Bureau of Chinese Province

Indian manufacturer of ECG electrodes

SOME REFERENCES
„As international manager of a multinational company in Western Europe, I had the opportunity to work with Poland Consulting Services Sp. z o.o. for the launch of first activities in Poland. They helped us to build the business plan taking into account the local reality of the country and the standards of my company. They could connect us with relevant potential Polish partners to get better insights on the potential of our project and made for us specific studies always with a high level of quality. It was really a great experience to work with such a professional and trustful company.”

Consumer association from Benelux
'Thank you for the always trusting cooperation, for your commitment and for the many good advice during several meetings in Poland. Should we need additional assistance you will surely be our first choice.'

US-American manufacturer of industrial chemicals with European Headquarters in Germany
'As Business Development Manager of Medical Devices in an International Company, we found Daniel Btotenkämper at PCS, who offered a very kind and effective support according to our needs for market information in Poland. Daniel established a smooth and open communication to understand about our needs. He was always readily available, adapted the project according to our request, and delivered a timely and complete report on market research, including all the necessary information for us to have a clear scope on the market situation, competitors, prices, main players and financial highlights. Daniel at PCS has given us the key in our way to enter in Poland. We appreciate your support and good work.'
'Very target-oriented work, clear focus, handout without needless circumscription'

Swiss-headquartered company responsible for the worldwide distribution of process chemicals which are produced by its parent company
Take advantage of our free initial consultation!

We offer services and consultancy for enterprises and organisations of all sizes. Feel free to contact us and learn how we can assist and support you.

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MAKE IT WORK

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