



New Markets in Austria & CEE

Ursula Rieder



New Markets: Successfully into AT & CEE

We support companies with consulting services for market entry and growth, as well as an upskilling workshop to strengthen internal teams, and we also provide ongoing support as needed.

This has resulted in a clearly structured 6-module framework that supports companies in their expansion—from analysis to operational implementation.

Six modules that can be booked flexibly—either individually or in combination.

Module 1 – Assessment of Countries and Market Potential



Countries and Market Potential

We analyze market size, competition, pricing, reimbursement, and the regulatory framework to identify the most attractive target markets and define the respective portfolio.

Pricing

depends on the number of products, product category, individual products, or whether it is a portfolio

Costs start at € 5 500

Offer will be prepared based on your briefing

Module 2 – Strategy & Implementation in Countries & Regions



Strategy & Implementation

We develop DTM/GTM strategies and, upon request, also provide support with operational implementation—from positioning to market entry.

Pricing

Direct-to-Market / Go-to-Market Models

Cost per model: € 5 060

We can create multiple models for you to choose from.

Our retainer module is used for implementation-> see Module 6:
Retainer

Module 3 – Search for Distribution Partners



Distribution Partners

If you plan to enter the market through distribution partners, we will identify suitable partners for your indication and conduct initial discussions.

Investment

The following options are available:

- **Research billed at an hourly rate** of € 220
- **Retainer Model** -> see Module 6 Retainer
- **Sales-based Market Development Model:** Compensation based on a percentage of revenue generated

Module 4 – Ongoing Support for Distribution Partners



Distribution Partner Support

Upon request, we can handle the day-to-day management of your partners—including communication, coordination, prioritization and performance monitoring.

Investment

Options for ongoing support

minimum contract term of 6 months

20 hours per month	€ 3 000
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40 hours per month	€ 6 000
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80 hours per month	€ 12 000
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Module 5 – Upskilling-Workshop



Workshop

Do you have internal resources but lack market expertise?

Our upskilling workshop equips your team with the knowledge needed to drive expansion.

Investment

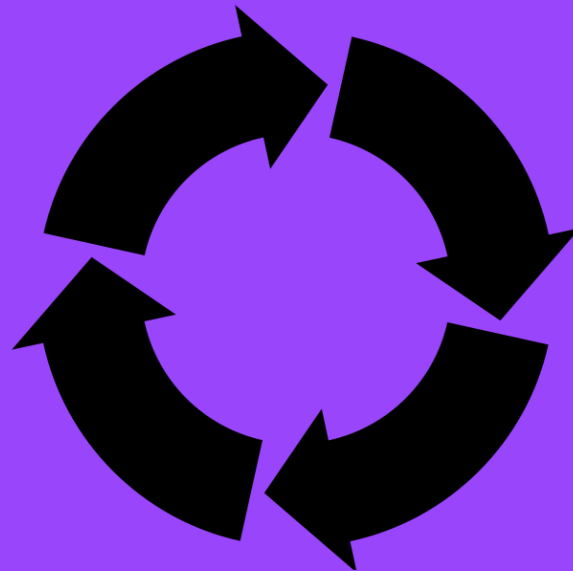
Workshop

briefing and preparation included

via Teams or on-site (plus travel expenses)

Investment € 3 500

Module 6 – Retainer Model



Retainer Model

For ongoing support, we offer a flexible retainer model.

Investment

Options for ongoing support

minimum commitment period	6 months
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20 hours per month	€ 3 000
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40 hours per month	€ 6 000
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80 hours per month	€ 12 000
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