

# Where Entrepreneurs and International Corporations Explore and Connect...



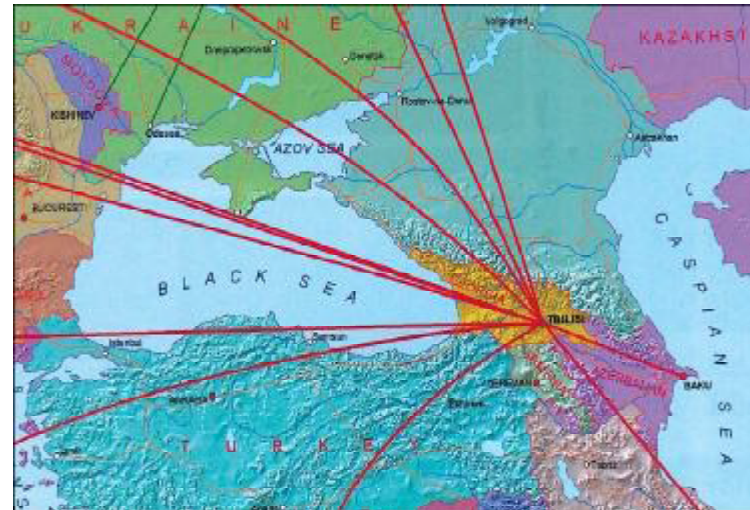
## WHO WE ARE

GBDC is non-governmental organization which provides companies with strategies, business solutions and information concerning match business partners to entry emerging markets of the Caucasus, Ukraine, Turkey, Central Asia, EMEA, CEE, CIS, Asia and South America.

GBDC is located in capital of Georgia – Tbilisi.

Through its extensive business network and experienced team GBDC works in 87 countries. We also have social network and direct contacts with more than 50 000 businessmen and the rapidly growing GBDC Networking GROUP in LINKEDIN, with 15 500 Members at the moment (<http://www.linkedin.com/groups/Global-Business-Development-Center-2047355>.)

We can guide and prepare companies to entry markets and doing profitable business in the Caucasus, Ukraine, Turkey, Central Asia, EMEA, CEE, CIS, Asia and South America..



## OUR MISSION



GBDC strives to facilitate business relations among business communities in the Caucasus, Turkey, Central Asia, Ukraine and prospective western investors and partners.

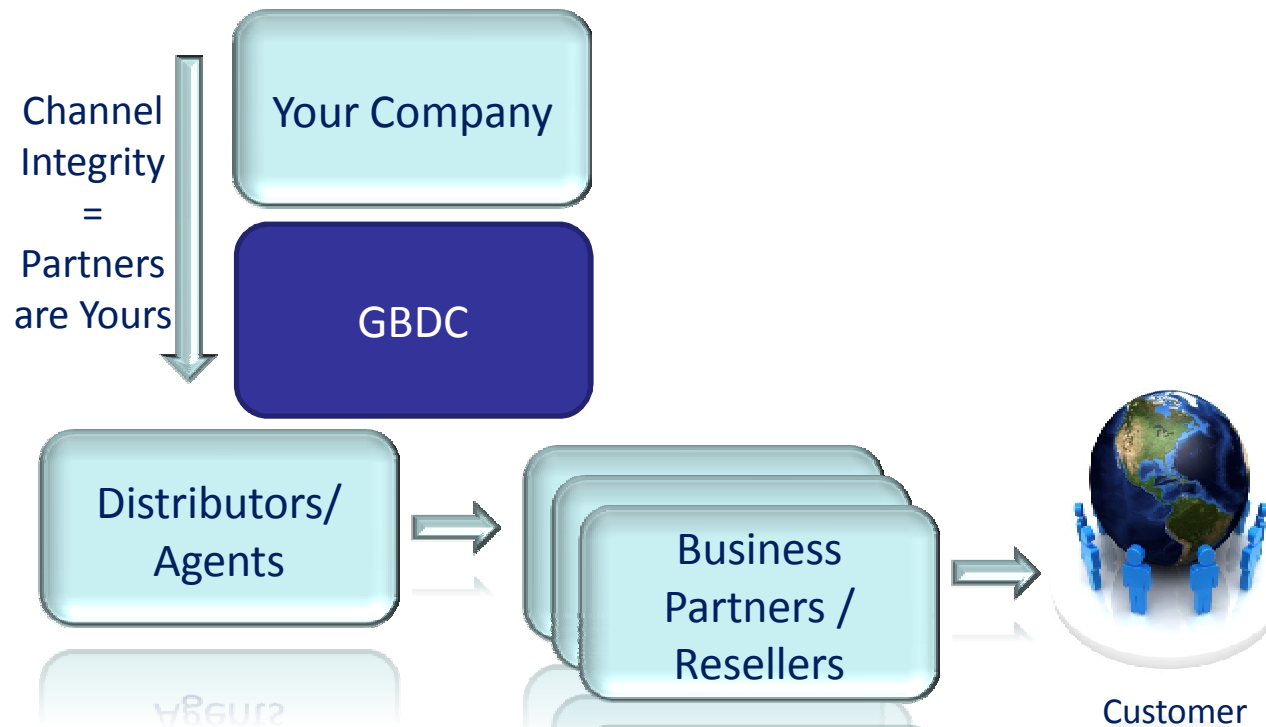
GBDC's main activities cover 10 countries with the population of over 160 million: Georgia, Armenia, Azerbaijan, Turkey, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan and Ukraine.

The region belongs to the rapidly growing emerging markets, economies with enormous natural resources and investment opportunities.

The Caucasus is the best junction to connect businesses throughout Eurasia and work in the CIS and Asian markets. There are favorable conditions for doing business, starting joint-ventures and opening the representative offices in the region.

## PROJECT SCOPE

Our organization is, in essence, an extension of your business but is responsible for all operations associated with channel / direct sales activities.



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## OUR SERVICES

GBDC provides wide range of services for foreign companies interested in emerging markets and for the companies striving to get integrated in the international market. We offer:

- Market Entry Service;
- Feasibility Study;
- Match Business Partner Service;
- Business Brokerage;
- Export & Import Support;
- Marketing Services;
- Business & Management Services;
- HR Consulting;
- Legal Consulting;
- Company Formation Service.





## MARKET ENTRY SERVICES

- Ø GBDC provides customized market entry services, business intelligence and market support for foreign companies interested to enter markets of the Caucasus, Ukraine, Turkey, Central Asia, EMEA, CEE, CIS, Asia and South American as investors, joint-ventures, exporters, producers or franchisors.
- Ø Our services allow the client to develop a realistic market entry strategy based on the complex analysis of local market specifics that could impact successful entry.

## MARKET ENTRY SERVICES

### Our services include:

- Market intelligence, sector studies, competitor analysis;
- Business opportunities assessment;
- Identification and assessment of market opportunities;
- Identification of market barriers;
- Product introduction and sales support;
- B2B and B2C sales intelligence, mystery shopping, data collection;

## MARKET ENTRY SERVICES

- Identification and selection of
  - Local partners;
  - Suppliers;
  - Importers/distributors;
  - Potential clients;
  - Competitors;
  - Candidate for Master Franchise / Area Development.
- Identification, selection, profiting of M&A investment targets;
- M&A advisory, support and pursuit to deal closure;

## MARKET ENTRY SERVICES

- Commercial due diligence;
- Investment and joint-venture analysis and opportunity assessment;
- Facilitation of relevant business contacts, management of trade missions, business itineraries, inward buyer missions;
- Follow up services;
- Company setting-up, legal formalities, business relocation;
- Recruiting;
- Representative and virtual offices.



## MARKET ENTRY SERVICES

- Ø GBDC provides these services through an extensive network of local contacts in business, marketing, administration, non-governmental organizations. We offer strategic planning support, in-market itinerary preparation and management, outsourcing solutions, assistance for sales leads generation as well as partner identification and matching.
- Ø Our approach starts with identifying the client's needs and usually generates a comprehensive market research, analysis and business itinerary.
- Ø Logistic support with itineraries, business meetings and setting up operations is also provided.
- Ø GBDC will support you in implementing specific measures and monitor project completion to ensure that you are completely satisfied with the results achieved.

## FEASIBILITY STUDIES

- **GBDC** produces feasibility studies for new business concepts as well as existing businesses looking to extend the product and service lines and expand into unknown markets of Silk Road region. After performing market and opportunity analysis, **GBDC** will help you with:
  - ü Idea generation and refinement;
  - ü Identification and selection of partners;
  - ü Deal closure and project launch.
- We are positioned to drive every aspect of feasibility study creation and subsequent business plan development.

## FEASIBILITY STUDIES

- Ø First of all, we prepare a review of whether it is sensible to be in your target country at all. This service gives a brief overview of your main competitors, their prices and tariffs, and your likelihood of success according to the objectives you specify.
- Ø We recommend a **Market Entry Feasibility Study** if there is a question as to whether the potential market entrant has a reasonable chance of being successful in new region. The purpose of this study is to save our clients' time and money by assessing their chance of succeeding on the market.

## FEASIBILITY STUDIES

We deliver a report on the specific sector of the target country's market, which usually includes:

- List of main competitors, their prices, and distribution channels;
- Assessment of competitiveness of the client's products/services on the market under investigation;
- Overview of market opportunities, SWOT and business climate.

## FEASIBILITY STUDIES

### In preparing our report we:

- study our client's existing business model and route to market;
- do research into the main producers of similar products/services in each investigated country;
- do research into pricing with distributors, producers and end-clients;
- contact with distributors and producers in order to understand the challenges and opportunities on the market.

If we reach the conclusion that the client does not have a good chance to do well in the immediate future, we make specific recommendations for further action and are ready to implement those recommendations if need be.



## Competitive Intelligence

The range of services we provide is customized to specific client requirements and can be grouped into following categories:

- Multi-country Competitive Intelligence
- Single-country Competitive Intelligence
- Benchmarking
- Counter-Competitive Intelligence activities
- Pre-market entry Competitive Intelligence (CI) study

GBDC provides a dedicated service as a reliable point of contact for all the business issues a foreign company may want to investigate in a new region. We provide independent, objective analyses and strategic advice.

## Match Business Partner Services

Your success in business mostly depends on which business partners you choose to work with. Whether you are just looking for a business partner who would be exactly what you need, or need assistance to get in touch with potential partner, or want to expand your business and need cooperation – we are ready to be there for you.

GBDC helps you identify, contact and evaluate suitable potential business partners. These can include:

- Business buyers /sellers / investors;
- Partners for investments;
- Partners for joint-ventures;
- Sales representatives;
- Appropriate suppliers;
- Distributors;
- New subcontractors.

## Match Business Partner Services

- We pay full attention to all your requirements concerning goals, objectives, pricing parameters, terms, conditions, timing and confidentiality.
- After you specify your business needs, we find an appropriate business partner for you.
- The most common form of partnerships involves:
  - ü Joint Ventures
  - ü Acquisition
  - ü Outsourcing
  - ü License production
  - ü Long term project co-operation
  - ü Market collaboration / development

## BUSINESS BROKERAGE

- GBDC consultants have extensive experience in business brokerage, to profitably sell active businesses and to provide extraordinary value for the seller.
- For business owners considering the sale of a company in the Silk Road region, we provide the following services:
  - ü Determine the market value of the business;
  - ü Prepare an informational package describing the business;
  - ü Market to prospective buyers on behalf of the seller on a confidential basis;
  - ü Qualify prospective buyers on the basis of financial capability and buying intentions;
  - ü Assist the seller in evaluating offers and negotiating the terms of transaction.
- At GBDC, we design a custom plan to promote your business to likely buyers. We directly market your business through international networks and on multiple websites, which means that you have a powerful network of consultants working with us to find the perfect buyer.

## TRADE CONSULTANCY

- GBDC possesses extensive experience and expertise in various areas of international and domestic trade. Our particular emphasis is in creating and facilitating cross border trade between emerging markets companies of Silk Road region and international Institutions.
- We assist in sourcing, selecting and negotiations with partners, providing market studies and advise on countries and regulatory framework for implementation of business plans and new projects. We can also provide political and business risk assessment for named target markets and advise on market penetration and business development structures. More specifically, our trade consultancy offerings include:
- **International Trade**
  - Import and export of goods and services
  - Financing and Transactional Support for importers and exporters such as assistance with transaction appraisal, and preparing financing requests.
  - Country Risk Management
  - Market Analysis, entry strategies, market development and identification of key players
- **Trade Promotion**
  - Import and Export support including carrying out Due Diligence on contracting parties.
  - Investment Promotion and policy analysis, best practices, program design and implementation.
  - Engagements linking trade, training and international development.
- **Trade Finance**
  - Export Credit Agencies and Multilateral Agencies financing support for importers and exporters.
  - Assisting with solutions to mitigate payment and performance risks.



## EXPORT AND IMPORT SERVICES

- GBDC assists companies to expand or create new export and import opportunities globally.
- We provide sales and marketing expertise to emerging companies to bring quality products and services to the market.
- We support small and medium sized companies when starting up or intensifying their exporting activities.
- We offer business solutions to the importers and exporters needing to secure their products or establish a foothold in global market place.

## EXPORT AND IMPORT SERVICES

- We consult on every aspect of importing and exporting including:
  - ü Supplier selection
  - ü Contract negotiation
  - ü Favorable shipping terms
  - ü Carrier and route selection
  - ü Customs clearance
  - ü Warehousing and distribution, as well as any other area of concern for your company.
- We can help you to:
  - ü streamline document exchange
  - ü reduce payment or collection risk
  - ü facilitate your financial transactions almost anywhere in the world

With GBDC as your partner, you will have a complete source of information and services to assist in moving your goods around the globe.

## MARKETING SERVICES

- GBDC provides high quality, professional marketing consultancy services to small and medium-sized businesses to help them achieve their objectives - from growing revenues and profitability through to improving stakeholder communication and engagement.
- We implement profitable business development solutions that are focused on delivering results through winning and retaining customers.
- We can help you avoid wasting time and money on untargeted and poorly thought-through marketing communications activity.

## MARKETING SERVICES

We can take care of

- developing and managing the implementation of your **marketing strategy**;
- managing the planning process and developing your **marketing activity plan**;
- developing and implementing your internet and **online marketing strategy**;  
We design and publish compelling, engaging, interactive web experiences for the new consumer.
- delivering direct marketing campaigns with well-designed, highly personalized communications delivered to multiple channels.
- managing your advertising and PR;
- developing your corporate identity and branding. We can minimize time-to-market of new product and service launches while maintaining on-brand, quality marketing deliverables.

*You can outsource all your marketing activity to us or we can simply help out in the areas where you need most assistance. As a marketing consultant we are able to flex the service we provide dependant upon your needs.*

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## BUSINESS CONSULTING

GBDC works for small and medium size companies in the capacity as business consultant, offering large scale business success services.

### We help you with:

- Business Plan;
- Marketing Plan;
- Strategic Plan;
- Executive Summary;
- Loan Package;
- Investment Overview;
- Business Coaching;
- Web Development, Marketing and Search Engine Optimization.



## BUSINESS CONSULTING

- GBDC first identifies your company's opportunities and then designs and implements improvement programs to enhance performance. We work with your team to transform your operation and secure the highest return on investment (ROI).
- Our expertise include:
  - Production improvement
  - Cost reduction
  - Process redesign and workflow optimization
  - Reliability improvement
  - Capability gap identification
  - Organization design and implementation
  - Change management
- The goal results of GBDC are: productivity improvement, cycle time reduction, quality improvement and better staff morale.

## BUSINESS CONSULTING

### **Business Optimization Consultancy**

These services consists in:

- Existing financing structure analysis;
- Market and product analysis;
- Organizational structure analysis;
- Reorganizing or restructuring activity proposal;
- Alternative financing structure proposal.

## BUSINESS CONSULTING

### **Start-Up Project Consultancy**

#### These services consists in:

- Business eligibility analysis
- Market and product analysis
- OPEX and CAPEX analysis
- Budget and P&L planning for minimum 5 years
- Financial & Economic analysis
- Sensitivity analysis
- ROI analysis
- Business plan preparation
- Feasibility study preparation
- Financing structure alternatives

## BUSINESS CONSULTING

### Risk Management

GBDC works with its clients to identify, measure and manage risks that may span the enterprise, or niche risks that may involve a single asset or line of business.

We help manage cost and risk in the context of overall business objectives.

We advise companies, especially financial institutions in the whole areas of enterprise risk management including:

- ü Credit risk;
- ü Market risk;
- ü Operational risk;
- ü Internal control and governance structures;
- ü Portfolio Management.

We have been involved in system implementation projects that enabled the tracking monitoring and reporting of those risk elements in compliance with basic requirements for some of the largest financial institutions in the world.

# Internet Business Consulting

## Custom Websites and Web Design

- A website with strategic business functionality is your sales representative and customer service agent 24/7. It advertises your business, your products and services.
- Customers need to be able to find your products and services, information and offers. This is especially true if you are marketing your website via online marketing campaigns or planning too.
- From a small informational website to a fully integrated dynamic website, or custom designed e-commerce websites, our IT consultant manage the entire development cycle for your business.
- We pay close attention to Internet standards, security, and best practices of website development.

## WEB CONSULTING

Custom Websites and Web Design

### **Our Production Services Include:**

- ü Design
- ü Development
- ü Marketing
- ü Branding
- ü Hosting
- ü Photography
- ü Consulting

### **Our Production Design Team Provides the Following**

- ü Web Design
- ü Graphic Design
- ü Logo Design
- ü Banner Ads
- ü Flash Design
- ü Rich Internet Applications



## HR CONSULTING

- GBDC assists organisations with their HR activities to ensure that they get the very best return on their HR spend.
- Our solutions, advice and guidance are uniquely designed and shaped around your exact requirements and objectives. They will fit with your culture and the business challenges that you currently face.

We conduct:

- ü Diagnostics of existing HR system;
- ü Designing/refining a functional HR-strategy for a company;
- ü Building corporate competences model and job profiles;
- ü Improving personnel planning, selecting, and recruiting processes;
- ü Designing/perfecting personnel motivation system;
- ü Updating personnel assessment system, and personnel reserve creation;
- ü Individual and group assessment of company employees;
- ü Perfecting personnel training and development system;
- ü Optimization of staffing level, optimization of personnel records and paperwork.

## LEGAL CONSULTING

- **GBDC** provides legal advice and legal consulting services to our clients in the Silk Road region. Our clients are small and mid-size businesses doing business that seek legal advice and consultation primarily in the areas of
  - ü business law, corporate law, employment law
  - ü legal advice, legal opinions
  - ü civil litigation
  - ü negotiation, mediation
  - ü insurance
  - ü securities
  - ü intellectual property
  - ü bankruptcy
  - ü real estate
- Our network of highly qualified legal consultants, however, are also capable of handling an array of legal work in a variety of other specialized areas.
- We provide an innovative and proactive approach to legal representation.
- GBDC allows you to focus on your business, not its legal issues or legal problems, and acts as your in-house general legal counsel.

## COMPANY FORMATION SERVICE

- GBDC can help you in every aspect of company incorporation process. Our Company Formation consultants will make the process smooth and effective;
- We provide full package services including:
  - ü Consultation on how to form a company;
  - ü Total confidentiality for all your personal requirements;
  - ü Registering a limited company with the name of your choice; Registered address;
  - ü Opening of a suitable bank account; accountancy services;
  - ü VAT registration;
  - ü mail forwarding;
  - ü Documents prepared to the highest standard to start business immediately.
- The company formation process is different for every country. GBDC strictly adheres to the laws of a country for successful registration.

## SETTING UP AN OFFICE / FACILITY

- Depending on our client's strategy, we can assist in setting up an office worldwide;
- This service usually consists of selecting the most appropriate location, finding premises, and taking care of all the accompanying legal requirements, such as registering a subsidiary;
- We can take care of outsourcing local support services.