

The Challenge

Companies seeking to expand their business to other countries need to know who their potential customers are, and which products and services are in demand. They also need broader knowledge of the market as well as applicable laws, regulations and practices.

There are journals available that list coming contracts being let. However, a successful bid requires thorough preparation which is difficult to perform in a short normal tender time and without a local presence.

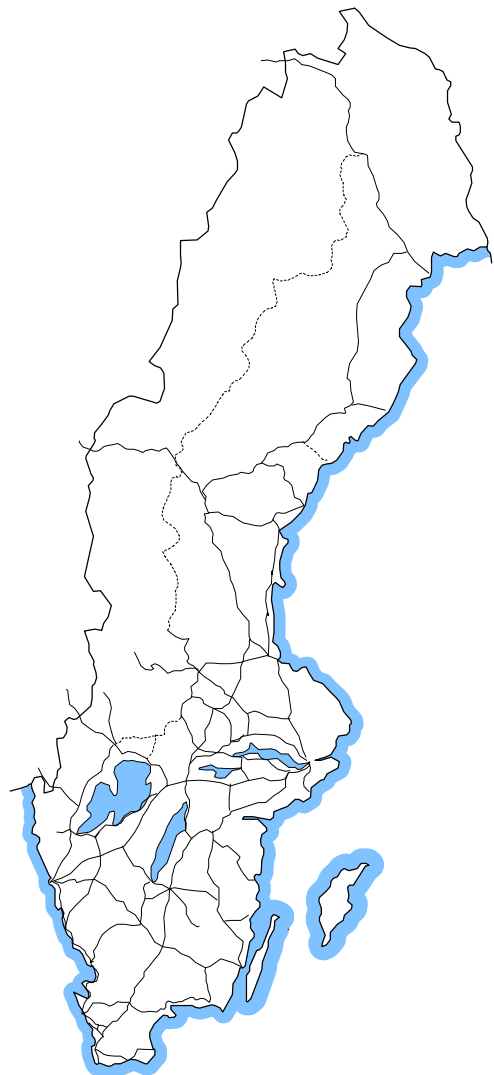
Our Solution

Transrail's contact network and extensive knowledge of the Swedish rail market are useful resources for foreign partners.

A study of our client's strengths and opportunities forms a starting point to match up opportunities in the market.

Once there is a common understanding of your requirements, we can monitor the business for you, and give notice well in advance of developments that are likely to result in opportunities for your organisation. We can suggest both fruitful ventures as well as point out pitfalls to avoid.

For example, we can advise you when franchises are to be renewed so that you can bid for them, or perhaps target a likely bidder so you can provide services to them, should they win the franchise. Since we know the market, we also know who else might be interested in buying your services. There may also be companies in businesses bordering the rail business with whom you may wish to team up.



Year of realization:	Any
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