

Ten reasons to use **e-mel**



1. Save time and money

- Fast service to meet your requirements
- Free up internal resource to focus on their areas of expertise
- Cost effective service – we have the resources and expertise

2. Extend your reach

- Find new potential customers and suppliers
- Source products, materials and services
- Find out about new markets

3. Be in the driver's seat

- Understand markets before you make the decision to enter them – local people providing local information from 44 countries

4. Develop a sustainable strategy

- Place products effectively
- Avoid poor decisions that are costly
- Identify the best channels for your products & services

5. Improve channel management

- By understanding the market, you will be able to negotiate with local agents and distributors effectively and set realistic performance targets for the local market

6. Have a full picture of the market

- Obtain up to date, accurate information about competitors, products, distribution channels, demography and regulation in markets

7. Get business relationships off to a good start

- Potential clients and distributors will appreciate your knowledge about the market

8. Information that is specific to your needs, when you need it

- Specific information that fulfils your needs, informing your decision making rather than confusing it

9. Expert help worldwide

- 44 countries worldwide and over 600 experts – our network is here to improve your success

10. Financial aid is available

- Did you know that it might be possible to get government funding to pay for up to 50% of the cost of business research work via UKTI's Export Market Research Scheme?

e-mel

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