

AN EXTERNAL VIEW

From where I stand I have a clear view -
and I can see what often obstructs yours.
What an excellent outlook!



With QUERDENKE CEE, I work for companies with an international focus as a marketing expert,. I specialise in the development and facilitation of cross-national and specific marketing- and client strategies.
More information and references: www.querdenke.com.

As a partner of DIE INDUSTRIEPROFIS, I advise and support middle market and major enterprises in developing and implementing B2B/B2C/internal marketing measures as well as customer management.
More information and references: www.dieindustrieprofis.com

I am looking forward to a personal, non-committal discussion.

A handwritten signature in black ink that reads "Skala".

Best regards &
see you soon,
Peter Skala

SOME INTERNATIONAL PROJECTS

AUSTROTHERM / BG, CZ, RO

Advising and facilitating market establishment in CEE.
Marketing plans and –budgets, marketing- and customer ideas,
strategic and budget coaching of client on site.
www.austrotherm.com

BAUMIT / BG, CZ, DE, HU, PL, RO, SK

International marketing management, set-up and coaching of national team,
development and supervision of the marketing budget
and implementation of internal and external marketing strategies.
www.baumit.com

CIBA VISION / CH

Development of loyalty scheme for large optical chain store and
design of top-customer-events.
www.cibavision.ch

IMMOEAST / SK

Creation of cross-national concept introducing and propagating
specialist retailer centres. Implementation of regional opening events.
www.bigbox-shopping.com, www.immoeast.at

IMMORENT / CEE

Development of multi-phased concept introducing specialist retailer centres,
CI (name/brand/logo) and co-ordination of project partners on site.
www.immorent.com

MASCHINENRING GRUPPE / CZ, HU, SK

Market survey and preliminary talks with potential customers to develop a
nation-specific range of offers. Advice on international marketing strategy.
www.maschinenring.at

MUREXIN / CZ, DE, HU, PL, SK

Creation of international umbrella marketing strategy with country-specific aspects,
optimisation of existing marketing activities, involvement of the respective country.
www.murexin.com

PRECON / DE

Development of an alternative marketing strategy for Austria. Development of
customer acquisition and marketing strategies.
www.precon.de, www.bcm.at

SCHMID INDUSTRIE HOLDING / INTERNATIONAL

Co-ordination of external public relations as well as concept and implementation
of internal communication strategy throughout the enterprise.
www.schmidholding.com

SOME AUSTRIAN PROJECTS

ACTUAL-FENSTERTECHNIK

Customer survey and market study. Subsequently the creation of a target group-specific marketing and target group strategy.

www.ifn.at

GLORIETTE

Co-operation in developing a new marketing approach.

www.gloriette.at

KNAUF

Development of marketing strategy for existing product range.

Subsequent expansion to other products. Advice and support.

www.knauf.at

OTTAKRINGER BRAUEREIEN

New positioning of the brewery as event organiser. Definition of new target groups and development of corresponding communication strategies.

www.ottakringer.at

RAIFFEISENHOLDING NÖ-WIEN

New positioning of the Kloster UND (Monastery UND), development of marketing and communication plans, support of centre management.

www.rhnoew.at, www.klosterund.at

SPRING GLOBAL MAIL

Development of direct marketing concept in the framework of market introduction of a new software to order. Definition of new target groups.

www.springglobalmail.com/at

TONI MÖRWALD

Concept coaching for Restaurant Mörwald in Kloster UND (Monastery UND).

Advice on the development of products and services.

www.moerwald.at

VERKEHRSBÜRO GROUP

Development and implementation of an innovative marketing presentation for a processing range unique to continental Europe.

www.verkehrsbuero.com, www.vitana.at

WWF

Marketing coaching on strategies for acquisition of private customers and customer relations.

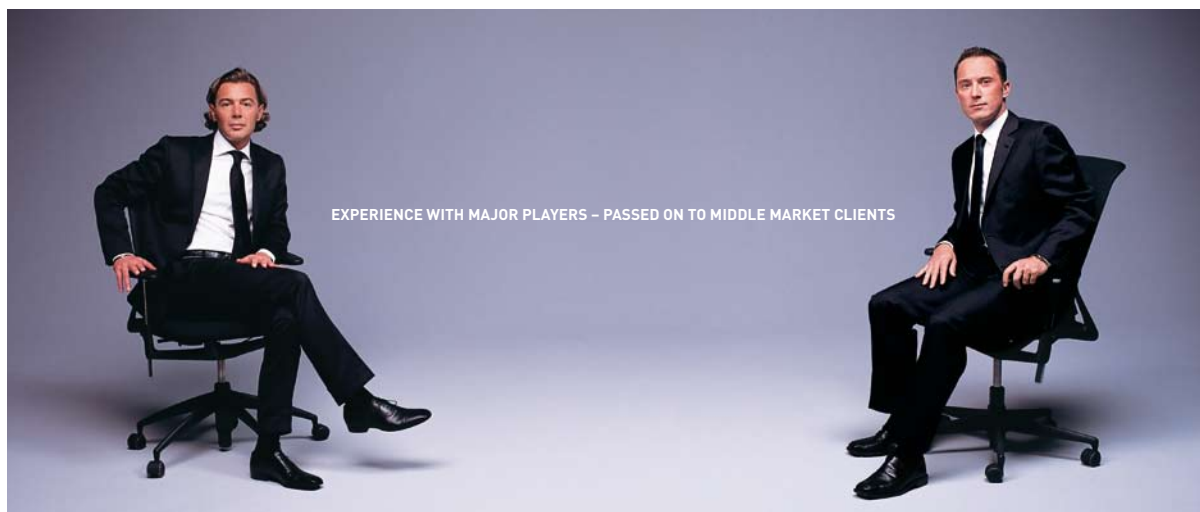
www.wwf.at

XEROX TDG

Development and implementation of a customer relations programme.

www.xeroxtgd.com

die industrieprofis marketing and communication for the middle market



We are the first and only consultants on the market sharing our comprehensive knowledge with middle market producers. Knowledge developed from years of practical co-operation with large-scale enterprises within diverse lines of business – in Austria, to Austria and in Central and Eastern Europe.

EXPERTISE

Battling tunnel vision and blinders.

- Targeted services for the specific market requirements of middle market producers
- In and to Austria and Eastern Europe
- Many years' experience in large-scale enterprises within diverse lines of business
- Advisory experts with external views
- Experts in successful sales- and promotion activities
- Exceptional, holistic solutions
- Transparent, affordable rates

TEAM

Christian Rahofer

Christian Rahofer advises numerous clients as a creative communications expert and developing holistic communication strategies. He puts great emphasis upon a balanced and professional complete concept and on cross-departmental communication.

Peter Skala

Peter Skala advises Central- and Eastern European middle market and major enterprises on marketing strategies. As a marketing coach who masters several Eastern European tongues he also shares his knowledge and experience in international marketing of industrial enterprises with his clients.

SERVICES

1. The development.

- Marketing- and promotion strategies
- Marketing- and communication ideas
- Product- and service marketing
- Plans for measures and agency tenders

2. The implementation.

- Positioning, introduction to market
- Brand- and company campaigning
- Communication targets and advertising campaigns
- Measures for client acquisition and -care

3. The coaching.

- Multilingual, on site
- In and to Austria
- In and to Central and Eastern Europe

THE MARKETING

We offer marketing and sales workshops in co-operation with competent partners. Thus, we achieve sustainable acceptance from your staff – acceptance to carry on the future measures required for success.

DIE INDUSTRIEPROFIS

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