



boost

Analyse und Optimierung
des strategischen und operativen
Business Developments

Ein Beratungs-Konzept von manggei technology



manggei

New Business

Chapter One

Faktor Business Development

Business Development, zu deutsch Geschäftsfeldentwicklung, irrtümlich häufig auch Geschäftsentwicklung, bezeichnet die zielgerichteten Maßnahmen zur Weiterentwicklung einer wirtschaftlich ausgerichteten Organisation. Die im Business Development angewandten Techniken umfassen u. a. die Bewertung von Marketing-Chancen und Absatzmärkten, die Geschäftsanalyse von Kunden und Wettbewerbern, die Anbahnung zukünftiger Geschäfte und Folgegeschäfte sowie das Verfassen von Geschäftsplänen und das Entwerfen konkreter Geschäftsmodelle.

Lutz Becker, Walter Gora und Tino Michalski: Business Development Management. Von der Geschäftsidee bis zur Umsetzung



Organisation des BD

- Staff
- Organigramm(e)
- Verantwortlichkeiten
- Geografische Aufteilungen

Strategisches BD

Status quo:

- Geografische Aufteilung
- Industrie-Segmente

Potential:

- Neue Märkte?
- Neue Segmente?
- Diversifikation?
- Added Value Chain?

Prozess des strategischen BD

- Entscheider und Entscheidungsprozesse / Datenermittlung
- Verantwortlichkeiten
- Periodika / Reporting / Reviews
- Bewertung vorhanden (KPIs / Scorecards)?

Analyse des Wachstumspotentials

- Geschäftsfelder
- Märkte
- Neue BD Felder

Bewertung (KPIs / Scorecards):

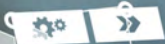
- Volumen
- Deckungsbeitrag / Umsatzmarge
- Hebel für andere Bereiche
- Strategische Positionierung (mittel und langfristig, nach Unternehmensstrategie, Markt- und Technologie-Trends)

Potentiale im strategischen BD

- Märkte (kurz-mittel-langfristig in t€)
- Segmente (kurz-mittel-langfristig in t€)
- Neue Segmente (kurz-mittel-langfristig in t€)
- Mögliche Diversifikationsfelder
- Mögliche Kooperationsfelder
- Attraktive Aquisitionsfelder (Marktpräsenz, Technologiepräsenz, Kundenstammakquise)
- Ressourcen / Kosten / Hebel

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SEARCH
DATA DIVISION
SEARCH

Operatives BD

- Struktur / Organisation
 - Marketing
 - Sales
 - Key Account Management
 - Budgets
- Reichweite (geografisch & in den Segmenten)
 - Face to Face
 - Virtuell (E-Mailings, Social Media, Online)

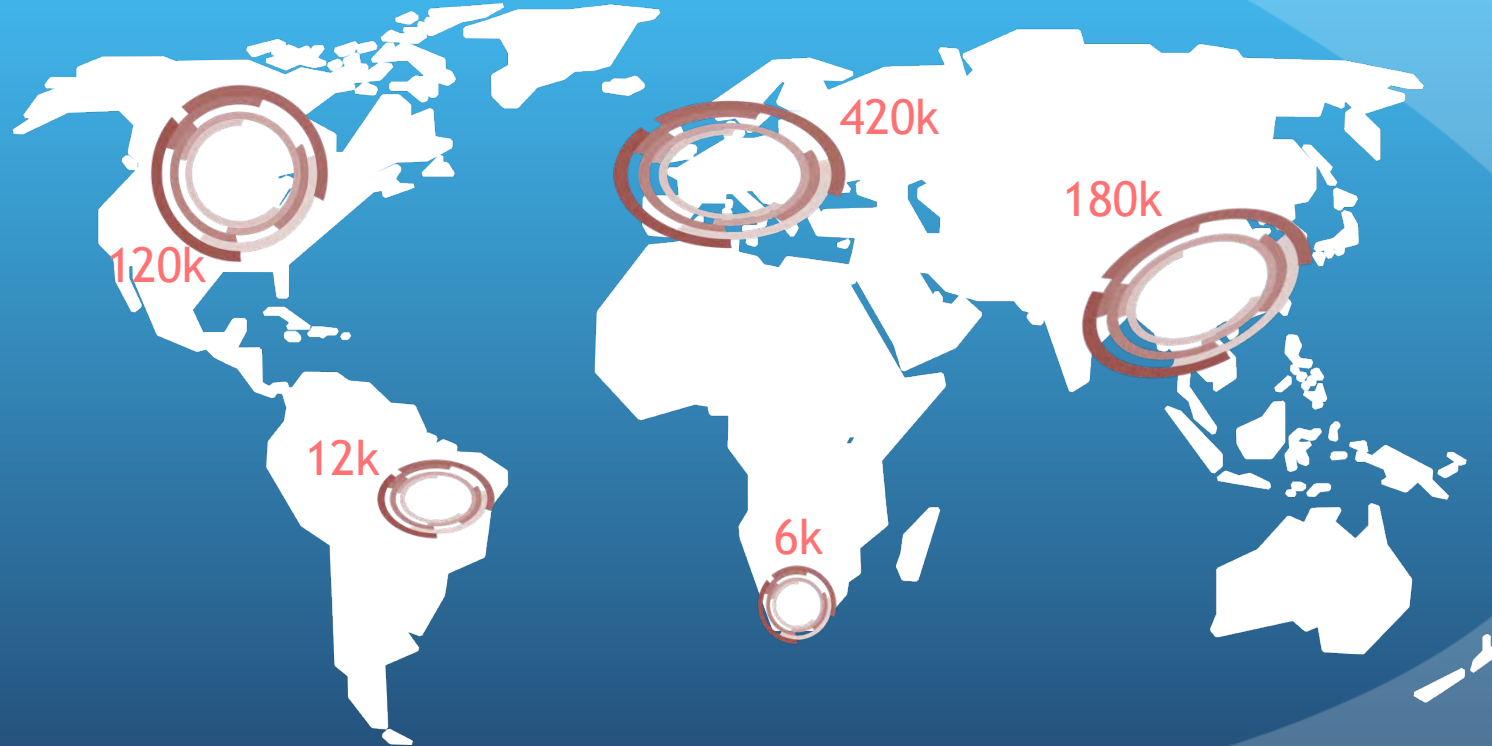
Sales Landkarte (vereinfacht)

Vertrieb FTE Aussen | Innen



Marketing Landkarte (vereinfacht)

Marketing Budget per anno in t€

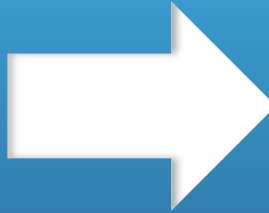


Online Reichweite

- Social Media
 - LinkedIn
 - Xing
 - Facebook
 - Relevante fachspezifische Plattformen
- E-Mailings
- Online Marketing
 - Website Optimierung
 - Google Adverts

Sales Tools

- Präsentationen
- Videos
- Websites
- Hardcopy
- Angebotsvorlagen
- Vertragsvorlagen
- Backoffice Unterstützung
- CRM, Sales Pipeline
- Etc.



- Sprachen?
- Vollständig für alle Segmente?
- Qualität?

Sales Tracker

- Pipeline
- Reporting
- Reviews
- Verantwortlichkeiten
- Conversion Rates
- Dauer der Sales Prozesse
- Lead Generierung - Kanäle
- Planung
- Vorgaben
- Ziele
- KPIs
- Benchmark



Checkmeeting

- Planung von Meetings zur Lead Generierung
 - Prozess-Vorstellung
 - In-house Lösung, Backoffice
 - Planung
 - Ressourcen intern / extern

LinkedIn Lead Generierung

- Generierung von Leads mittels LinkedIn
 - Prozess-Vorstellung
 - In-house Lösung, Backoffice
 - Planung
 - Ressourcen intern / extern



Leads Exchange

- Austausch potentieller Leads
 - Mit “Friends”
 - Partner in der “Value Chain” (Bsp. Drehteilhersteller / Beschichter) oder Supply Chain (Bsp. Motor / Getriebe)
 - Mitbewerber (Bsp. Kapa Abfederung)
 - Organisationen wie Cluster, Interessensvertretungen, etc.
 - Beratungsunternehmen

Empfehlungsmarketing

- Empfehlung einfordern bei
 - Kunden
 - Plattformen, Interessensvertretungen
 - Wertschöpfungspartner (vice-versa)
 - Beratungsunternehmen
- Periodisch einplanen
- Ca. 3 konkrete Kontakte erbitten, auf CC setzen lassen um nachzufassen

innovation



Optimieren der Organisation

- Prozesse
 - Planung
 - Ressourcen
 - Implementierung
- Ziele
 - Segmente (bestehend / neu)
 - Regionen
 - Pipeline (in Zahlen)
 - Conversion Rate
 - Verantwortlichkeiten
 - Sales Tracker einführen

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Sankt Marein bei Graz, Austria



EXPERIENCE

Founder and Managing Director

manggei technology

08/2011 - Ongoing Sankt Marein bei Graz, Austria
www.manggei.com

manggei technology is a B2B consulting company in three business areas:

1. International business development and strategic growth
2. Communication and PR for industrial, research, and technology companies
3. Sourcing and procurement
 - * Built up specific expertise and competent freelance teams in each business area from scratch
 - * Gained experience in coordinating projects and international teams in different fields (strategic management consulting, marketing&sales, sourcing&procurement, etc.)
 - * Turnover of 300-450k Euros per year, managing a pool of 10-20 freelancers

Director Germany, Austria and Switzerland

Dragon Sourcing Ltd.

10/2011 - Ongoing Sankt Marein bei Graz, Austria
www.dragonsourcing.com

Dragon Sourcing offers sourcing and procurement services that deliver value from emerging markets, both for export and localization requirements.

- * Acquired projects of approx. 3 Mio. Euros consulting fee
- * Managed international client projects with purchasing spend of a total of approx. 400 Mio. Euros
- * Lead a long-term manufacturing site analysis with the outcome of a new plant ramp up in Ethiopia (ongoing)
- * Managing sourcing and client teams of up to 15 people per project

Business Development Director

Kunshan Dakoko Metal Production Co. Ltd

10/2015 - Ongoing Kunshan, China
www.dakoko.com

High-quality swiss turned parts manufacturer in China under German ownership

- * Acquired long-term projects with automotive clients and others
- * Screened for potential take-over candidates in the German market

MOST PROUD OF

Courage I had
to start my own consulting company

My international network
which is valuable for me and my partners and clients as well

Knowing my expertise well enough
to know when it is time to get advise from experts in different fields

EDUCATION

Degree and Field of Study
**University of Applied Sciences
Technikum Joanneum, Automotive
Engineering**

1997 - 2001

STRENGTHS

Persistence
Each of the businesses developed (for me, my partners or employers) was rather a marathon than a sprint

My Interest in Technology, Economy and People
Helps me to learn and understand, in order to achieve a fundamental basis for decisions

Creativity in Finding Solutions
I hope colleagues / clients can confirm it

EXPERIENCE

Director Supply Chain

AMSC Windtec GmbH

2009 - 2011 Klagenfurt, Austria
www.amscom

Wind turbine engineering company with 10.000+ turbines in the market

- * Lead and extended global supply chain
- * Managed project teams of up to 10 people internally, reported to VP
- * Screened market and suppliers for new technologies
- * Lead acquisition of German team of 15 experts in bearing development and foundation of a new German branch (now spin off "Ecolotec GmbH")

Cluster and Marketing Manager

ACStyria Autocluster GmbH

2004 - 2009 Grambach, Austria
www.acstyria.com

Network of 200+ automotive suppliers

- * Organised national and international projects, events and marketing
- * Evaluated cooperation potential of partner companies and international companies and established contacts at CEO level
- * Launched large event www.autocontact.at

Project Manager

Inergy Automotive Systems

2002 - 2004 Munich, Germany
www.plasticmuniun.com

Market leader in plastic fuel systems

- * PM for serial production of fuel tank systems for BMW, manufactured in Germany, South Africa and in the US
- * Coordinated the supply chain of fuel system prototype parts for BMW's new car models

Intern

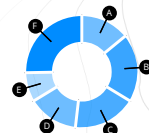
Magna Powertrain of America

10/2000 - 05/2001 Detroit, USA
www.magna.com

Automotive powertrain tier 1 supplier

- * Global market and competitors analysis

MY TIME



- A Enjoying time with my wife Nicole and my sons Leo and Tim
- B Coordinating ongoing projects with local and international teams
- C Win new business in different fields
- D Evaluate new business ideas and their value, and define strategies to bring it into the market
- E Meet friends, ride motorbikes, skiing, cycling, read interesting biographies
- F Trying to sleep well to do be ready for another productive day





we will boost
your business

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