

International Markets Await



QUUM Analysis is a unique way to assess your business. It gives you a thorough understanding of your capabilities in international business. It is a reliable way to recognize the future requirements of your own business to successfully expand overseas and foster growth in the international markets. Quum Analysis can be used for any type of company, regardless of industry, size, location or age. The process is cost-effective and quick to complete.

GOOD REASONS FOR TAKING QUUM ANALYSIS:

KNOW WHERE YOU ARE NOW

Construct mutual understanding within your company. Recognize your blind spots. Evaluate the skills and resources you have now and recognize those that you need. Refine your strategy.

KNOW WHAT TO DO NEXT

Focus on the essential. Ensure the orchestra is playing the same tune. Optimize and prioritize your efforts. Make a development plan and move to the next level.

REPEAT AND REASSESS

Monitor development and set refined targets.

There is a world of business opportunities out there. Why not have your share! There is one important question to be answered: do we have the skills and resources to get there?

WHERE DO YOU WANT TO TAKE YOUR COMPANY?

AN INTEGRATED, MULTINATIONAL ENTERPRISE

All operations and activities can be optimized throughout the corporation.

SYSTEMATIC INTERNATIONAL BUSINESS DEVELOPMENT

International business is at the heart of all your development activities.

PLANNED INTERNATIONAL BUSINESS

You have a strategy for your internationalization.

EXPERIMENTING WITH INTERNATIONAL MARKETS

You have some international experience and you explore with different transactions.

EARLY STAGES, PREPARING TO ENTER

You are researching overseas markets and customers.

Push your boundaries.



quum
INTERNATIONAL



Quum Analysis Unfolded

QUUM ANALYSIS is based on easy-to-answer statements with yes or no answers completed by your management team members individually. The report will show if your team agrees what are the current strengths and development points of your international operations. Understanding these gives you a solid foundation on which to build for the future.

A FUTURE STRATEGY can only be implemented successfully if the key personnel of the company agree on the goals and how to achieve them. Quum Analysis generates an easy to read visual report from broad overview into fine details, with any development issues and different opinions listed as a work plan. The management team will then agree which actions to take.

TO GET THERE, BALANCE AND MANAGE:

MARKET KNOWLEDGE

How well does your company use market information in making business decisions?

CUSTOMER UNDERSTANDING

How can your sales processes be optimized to support internationalization?

MANAGING THE STRATEGY

Does your strategy and business model support your plans for growth and internationalization?

RESOURCES FOR STRATEGY

Do you have enough resources to achieve international growth?

Quum International was founded by a group of five international business professionals with research backgrounds. Quum Analysis combines international business experience and academic research in a unique way. It is not restricted to any specific business model to become international, but considers the individual needs of your company.

TO GET STARTED AND FOR MORE INFORMATION:

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www.quumin.fi

Quum certified partners: quumin.fi/partners.php

CERTIFIED PARTNER



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SMART Internationalization helps internationalizing companies build strategic sales and organizational competencies for sustainable business growth and expansion.