



COMPANY PRESENTATION

Lulla Consulting

KEY-DATA

Zulla Consulting – Founded in 2005

Offices: Germany

- Bonn
- Regensburg (Technical-Office)



Italy

- Verona (Technical and commercial office)



TARGET GROUP

- **COMPANY SIZE:**
 - Small and medium sized company
- **SECTORS**
 - Automotive
 - High Tech industry
 - Machine Building industry
 - Food industry



AREA OF COMPETENCES

- **Consultancy and assistance during the start up**
- **Industrial representation**
- **International sales**
- **International sourcing**

CONSULTANCY

- **Consulting/Assistance during the foundation process**
 - **For small and medium sized companies and subsidiaries abroad**
 - **Market analysis and market entrance studies in the target market**
 - **Site selection analysis and site selection for the start up**
 - **Personnel selection in the target market**

INDUSTRIAL REPRESENTATION

- **Company representation abroad**
- **Customer relationship management / Key-account management**
- **Back office activities**
- **Service and warranty management**

INTERNATIONAL SALES

- **Sales process analysis**
- **Optimization of the sales process**
- **Establishment and extension of the sales process**
- **Caring for your existing customers**
- **Identification of new customers and strategic partners**

INTERNATIONAL PROCUREMENT

- **Procurement market analysis for local and global sourcing**
- **Selecting and qualifying of suppliers**
- **Negotiating support**
- **Technical and commercial support**
- **Trouble shooting (Quality, deliveries etc.)**
- **Purchasing and contract negotiation**

CURRENT PROJECT

DAIMLERCHRYSLER

- **Company Representation**
- **Establishment and extension of sales structure**
- **Aftermarket support in Italy**
- **Caring for existing customers**
- **Identification of new customers and Key-account management**

CURRENT PROJECT

- **Automotive sector (Plastic/Rubber – Industry)**
- **Business development European markets**
- **Key-account management for European OEM's**
- **Point of contact for first – tier suppliers and OEM's**
- **Handling of the complete acquisition process**
- **Evaluation of requests for quotations**
- **Interface between technical dept. customer/supplier**

CURRENT PROJECT

PROCUREMENT PROJECT FOR INDUSTRIAL LINES

(PROJECT VOLUME €1,9 Mill)

- **SUPPLIER SELECTION AND CRM**

Technical Interface

- Point of reference for technical questions

Commercial Interface

- Offer specification process; Translations
- Offer evaluation; Assistance in the decision making process
- Contract preparation and contract negotiation



CONTACT

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