



Market Entry and Commercialisation Consulting

Maximum Growth from the Start

Your business is well positioned to approach the market. You have interest by some early customers. You know that you could continue to grow by word of mouth but it will be slow and your burn rate is high. You want to grow but the marketing sharks are just waiting with empty promises. What do you do?

Measured and Strategic Approach

At Treadstone we provide a measured and strategic approach to commercialisation and early market entry. We deliver programs of work to build key sales relationships and work with you to deliver targeted sales campaigns. We conduct research, validate market assumptions, refine your marketing material and develop strategies to build customer relationships. When timing is essential and you need to have the right strategy, Treadstone provides the expertise to help build your business.

Consulting Areas

- Market research
- Business intelligence
- Competitors and industry research
- Channel distribution and target customer reviews
- Distributors and key customer engagement
- Marketing strategies and marketing materials (print and digital media)
- Prepare tenders and proposals
- Contract negotiations with partners, customers and suppliers
- Representation of your business in presentations, committees and meetings
- Identification of new business relationship opportunities and export markets

To find out more about our commercialisation and market entry consulting services call (03) 9016 3575 or send an email to info@treadstone.com.au or visit our website: www.Treadstone.com.au