

CASE STUDY



Interface Management

The quick growth of Meier ProTools in Russia and on other foreign markets causes unclear HR and reporting processes which lead to communication knots and interferences in operational processes.

For this reason, Sergey Frank International develops an action plan which clearly defines individual processes and which helps standardise specific tools. For example, job descriptions are being defined centrally at headquarters, a cross-national organisation chart is being drafted and processes such as staff recruitment, staff development and remuneration are being standardised.

Together with its partner, Sergey Frank International revises the international reporting system and develops a long-lasting, global finance management. This facilitates the operational work between headquarters and their subsidiaries.

Additional information on Meier ProTools GmbH

The medium-sized family company Meier ProTools GmbH with altogether 230 employees and a global turnover of 110 million Euro produce and sell professional power tools such as jack hammers and concrete grinders for the B2B sector as well as electric tools for end-consumers in the B2C sector. Meier ProTools are already manufacturing in Germany, Poland and Great Britain with products being sold through twelve sales and service offices in Western Europe and the USA. These are also the main export markets, with exports accounting for currently 40% of the overall turnover. In Russia business is running on a relatively low level via two distributors.

Meier ProTools are planning to increase their international activities and are considering a market expansion in Russia and entries into other growth markets at a later point. In order to evaluate the economic feasibility of such an expansion, Sergey Frank International carries out a comprehensive analysis of the target markets and accompanies Meier ProTools on their way into the new foreign markets.