



BRADLEY University

Foster College of Business

Report by Bradley University:

Andrew Brockman

Chris Chaidez

Colleen Masterson

Alfredo Martin Orias

Holden Morris

Chris Kawa

Katie Loyet

Prepared for Getz Equipment Innovators:



Final Report

Executive Summary	5
Introduction	6
Company Strengths and Weaknesses	7
Strengths	7
Weaknesses	8
Domestic Competitive Overview	9
Direct Competitors	9
Indirect Competitors	10
Country Overview - Germany	11
Introduction	11
Market Overview	11
Economy	11
Political/legal system	13
Technological	14
Demographics	17
Opportunities and Threats	18
Opportunities	18
Threats	21
Competitive Overview	23
Direct Competitors	23
Indirect Competitors	26
Mode of Entry	28
Significance of Entering the Market	29
Potential Sales and Dealers	30
Timetable for Entry	33
Risk Analysis	34
Country Overview - France	35
Introduction	35
Market Overview	35
Economy	35
Political/legal system	36
Technological	37
Social/Demographics	39

Opportunities and Threats	40
Opportunities	40
Threats	42
Competitive Overview	44
Direct Competitors	44
Indirect Competitors	46
Mode of Entry	48
Potential Sales and Dealers	48
Potential Sales and Projected Expenses	48
Potential Dealers	49
Marketing Opportunities	50
Timetable for Entry	54
Risk Analysis	55
Country Overview - South Korea	56
Introduction	56
Market Overview	57
Economy	57
Political/legal system	59
Social/Demographics	60
Opportunities and Threats	62
Opportunities	62
Threats	64
Competitive Overview	68
Direct Competitors	68
Indirect Competitors	70
Significance of Entering the Market	71
Mode Of Entry	71
Potential Sales and Dealers	72
Marketing Opportunities	74
Timetable for Entry	77
Risk Analysis	79
Country Overview - United Arab Emirates (UAE)	81
Introduction	81
Market Overview	81
Economy	81
Political/Legal System	82

Technological	85
Social/Demographics	86
Opportunities and Threats	88
Opportunities	88
Threats	91
Competitive Overview	94
Direct Competitors	94
Indirect Competitors	98
Significance of Entering the Market	99
Mode of Entry	100
Potential Sales and Dealers	101
Potential Sales and Projected Expenses	101
Marketing Opportunities	103
Timetable for Entry	105
Risk Analysis	107
Country Overview - Vietnam	108
Introduction	108
Market Overview	108
Economy	108
Political/legal system	109
Technological	111
Social	111
Demographics	115
Opportunities and Threats	116
Opportunities	116
Threats	118
Competitive Overview	120
Direct Competitors	120
Indirect Competitors	122
Significance of Entering the Market	122
Potential Sales and Dealers	125
Country Overview - Saudi Arabia	134
Introduction	134
Market Overview	135
Economy	135
Political/Legal system	138

Technological	140
Social / Demographics	141
Opportunity and Threats	146
Opportunities	146
Threats	149
Competitive Overview	150
Direct Competitors	150
Indirect Competitors	153
Significance of Entering the Market	154
Mode of Entry	155
Potential Sales and Dealers	157
Marketing Opportunities	159
Timetable for Entry	164
Risk Analysis	165
Final Recommendations	166
Works Cited	169