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**SALES AND DISTRIBUTION CHANNELS /TRADE FAIRS FOR HEALTH CARE
TECHNOLOGY FOR VALKEE OY IN AUSTRIA**

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ABSTRACT

Oulu University of Applied Sciences
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The topic Sales and Distribution Channels for the thesis was suggested by tutor teacher and after having meeting with commissioner of the company Valkee Oy the finalized topic was chosen to be Sales and Distribution Channels/ Trade Fairs for Healthcare Technology in Austria.

The main purpose of the research was to find out possible and suitable sales and distribution channels, trade fair for healthcare technology for the company in order to sell the product to Austrian markets. The thesis consists of two major parts, which are Sales & Distribution Channels and Trade Fairs for Healthcare Technology. Secondary research method was selected for the thesis as required by the company. Going to Austria personally could be an impossible task to collect information about all the target companies. Internet sources were easy and relatively accessible to find out most recent information about the required research.

The possible suitable sales and distribution channels/ trade fairs for healthcare technology were sorted through different categories for the product line of Valkee Oy. The contact information of suitable companies in Austria has been provided for the company to contact. With the research done it is expected that the case company will be able to find out new channels to sell and market their product in Austria and also get new business partners as well.

Keywords: Sales channels, Distribution channels, Trade fair, Health care technology, product, medical device, bright light headset.

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1 INTRODUCTION

The present thesis describes sales and distribution channels plus trade fairs for health care technology in Austria. The thesis is done for a Finnish company called Valkee Oy which is the original manufacturer of the product Bright Light Headset. The company was started not a long ago locally and now they want to market their product outside Finland. Some other research has also been done for the same purpose by other students of Oulu University of Applied Sciences but in different countries like Japan and Italy.

The goal of the research is definitely finding some proper, suitable and best channels to not only sell the product in Austria but also market it to some extent so that the potential buyers will get to know about the existence of this new product. All products have their life time and the best way to increase the lifetime is to introduce the product into new markets. Expanding to new markets especially across the border increases life time of a product or service and also helps a company to generate more profit, bring more innovation and give better services to the customers.

Main body of the thesis will provide compact and to the point information about the case company, the product and Austrian market in general. This information is necessary for the reader as well as the company. The reader needs to know what the research is all about while the company needs to know about the market which they want to expand. The main part of research has been done by secondary research which includes what kind of different sales and distribution channels are appropriate for the company to try and get into Austrian market. Different channels are described in separate categories. The suitable companies that can be contacted or the potential buyers are listed with their contact information plus some information about the company describing how long the company is in the business, how big it is and how well they are doing in their field etc.

The second major part of the research consists of some marketing channels for the company. Valkee is a new and small company with a very unique product. It is really important for the company to create awareness and a good image about themselves and their product to the potential buyers. Exhibitions and trade fairs are one of the best possible ways to introduce your product. In exhibitions you can market and explain what your product is all about and it is not a costly way for marketing either. Many companies relating to the field of science and technology

are expected to be present in these trade shows as well as the people or the consumers. So all the trade fairs and exhibitions in Austria for the coming year are collected which are relevant to the product description of Bright Light Headset. The exhibition dates, organizer's contact information, exhibition place and description of the trade fairs are all included in the research as required by the company.

The scope of the research is expected to help the company in finding some buyers in Austria and penetrate into Austrian market. With the help of this study case company can easily access and figure out Austrian market situation and the scope of their product. The research can also be helpful for other readers that are interested to start new business in Austria with the Austrian culture, current business situation and the information about economy of Austria that is provided in the research. All the information collected through internet sources has its valid references and are up to date to most extent. Some information about few popular channels that are operating in Austria successfully is collected with the help of an Austrian friend.

2 COMPANY PROFILE

2.1 Company

Antti Aunio and Juuso Nissilä founded the company Valkee Oy in 2007. The idea of the company came in 2005 when Antti asked his childhood friend about some tips to lift up his moods during the winter times when there is too much dark outside. At that time Antti was working for Nokia and Juuso was working at Polar Electro as a scientist.

“You don’t need bright light in your house. You need to light up your brain- that’s where your mood lives”, was Juuso’s answer. (Valkee Company, Date of retrieval 10.10.2013)

Juuso had done some early research about the brain being photosensitive, so both were convinced that if they can somehow put this research into practice it could help people suffering from sad moods. That was how Valkee was born. Basically Valkee is the healthcare technology company and the main focus of the company is to research how bright light can affect human minds in accordance with lifting up their moods. The company is located in Oulu, one of the Northern cities in Finland. The company’s scientific work is carried out with Oulu University scientists. Valkee is not a big company with 15 full time employees and about 6-10 fix time employees who work in different times of the year. The R&D and production facilities are all done adjacent to the company’s headquarters in Oulu. The research work for Valkee is continuing for better and better results to help people with the stress and sad mood so it helps people to reduce the use of anti-depressant drugs. The product Valkee Bright Light Headset is certified medical device in European class and clinically tested. (Valkee Company, Date of retrieval 10.10.2013)

The company has already sold more than 45000 devices in more than 20 countries and 87% of the users have recommended the product to their friends, which is a quite high rate. The product is available at Valkee’s web shop, which is www.valkee.com and also on www.ebay.com. The other sources are the retailers that are operating within Finland and outside Finland as well. The company has active retailers in Finland, Germany, United Kingdom, Netherlands, Sweden, Ireland, Poland, Japan, Norway, Russia, Denmark, Australia, Italy, Switzerland, and Austria. The company is still looking for more retailers in some of these countries and wants to expand the

newer markets specially the bigger markets like USA and Canada. (Valkee Company, Date of retrieval 10.10.2013)

2.2 Product

Valkee Oy is a unique healthcare technology company in Oulu, Finland focusing on preventing seasonal affective disorder (SAD) for human minds controlling and doing effective performance. The Scientific research group of Valkee Oy and University of Oulu, Finland works together for developing bright light headset project and finally they have introduced world's first portable bright light headset device the Valkee NPT1000 model in 2010. The company has three models of headsets called NPT1000, NPT1100 and Valkee 2. The company has already sold over a number of Bright Light Headsets in many countries successfully since after the launch of the product three years back. (Valkee Bright Light Headset, Date of retrieval 10.10.2013)



Figure 1: NPT 1100 Bright Light Headset. (Valkee Bright Light Headset, Date of retrieval 10.10.2013)

At this moment Valkee NPT 1100 model bright light headset is available for retail customer. Valkee is producing black and white color plastic slim and smooth body headsets. Total weight of each headset is 54 grams and it is really hard to find any difference between mp3 music players

like apple iPods and Valkeebright light headset. Headset has a built in non-removable lithium battery and it is rechargeable via USB cable. The retail package includes bright light headset, manual books, USB cable, and soft silicon ear transmitters in different sizes for fitting to ears smoothly. (Valkee Bright Light Headset, Date of retrieval 10.10.2013)

Introduction to new generation headset Valkee 2

Valkee Company on September 2013 introduced a new model of bright light headset "Valkee 2" combining health benefits with model modification, using system and redesigned (ValkeeOy: press release 23 rd. September 2013, Oulu Finland). Valkee 2 is better fit and more comfortable and nice carved one piece of aluminum that allows to handle all settings directly. New generation upcoming models are also black and silver color. The price of Valkee 2 for consumers is 199€ in the Valkee retail shops and online stores.



Figure 2: Valkee Bright light Headset 2. (Valkee Bright light headset 2, Date of retrieval 10.10.2013)

Valkee 2 is the world's first ultra-portable bright light device. It is completely new and redesigned by keeping the basic shape of Valkee1 with thin stylish and smaller aluminum body. Led ear buds

come with removable cables and the interface is simple and easy to use. It has two weeks of battery life and easy to fit in pocket. The usage time is recommended approximately 12 minutes every day. Valkee 2,s new generation has been redesigned with ambitious mission of operating world's first bright light headsets company in the market. The availability of Valkee bright light headset in market is growing rapidly around the world. (Valkee Bright light headset 2, Date of retrieval 10.10.2013)

2.3 Need for Valkee Bright Light Headset

It can be traced down by history of mankind that mood and behavior has been subjected to change based on the seasons and its variations. For instance people tend to feel listless and depressed during the cold and dark winter such kind of change in human behavior influences the daily routine life as well as the health and such kind of variations can be termed as "Seasonal Affective Disorder" or SAD in short. SAD symptoms normally appear during the colder days especially during the winter when there is less sunlight during the day time. Depression symptoms could vary from mild to moderate, but they can become much more severe with few individuals who work long inside office and are less exposed to sunlight can be prone to such symptoms which can last long for years. Scientifically speaking SAD has been linked to a biochemical imbalance in the brain due to lack of sunlight (Seasonal Effective Disorder, Date of retrieval 15.10.1013). Which results in shift in their biological internal circadian rhythm affecting their daily routine life? Melatonin, a sleep-related hormone, increased during dark. Researchers have proved that bright light makes a difference to the brain chemistry and keeps the circadian rhythm but the exact mechanisms is yet to be illustrated (Light Treatment of Mood Disorder, Date of retrieval 15.10.2013)

A research study reveals that the light is an essential component for human body and act as a nutrient for our minds as water and food are nutrients for our bodies. Natural light performs necessary biological functions in the brain and is divided into different colors that are very vital to our health (OttBiolight Systems, Inc., Date of retrieval, 15.10.2013). But during winter times when day light is less,it indirectly affects the mood and energy level. It is reported that younger generation and women are at higher risk for developing symptoms of SAD (Studies on Seasonal Effective Disorder, Date of retrieval 12.10.2013). To overcome such seasonal disorder there are many drugs which have been administered but these drugs are bound with various limitations one

such limitation is addiction which affects the body or its organs. Hence keeping these lacunae in mind alternative strategies have been employed to cope up the mood by supplementing artificial light to body which has been developed by Valkee which provides an artificial light which overcomes the disorders caused due to lack of sun light. Figure below represents the mode of which Valkee product provides light to the body.



Figure 3: (Valkee Headset functionality, Date of retrieval 15.10.2013)

Valkee's Bright Light Headset supplements light through the ear canal and skull to the light-sensitive parts of the brain where light affects mood and energy level. These Valkee products have been approved as a European Class II (a) Medical Device for treating and preventing Seasonal Affective Disorder (SAD). Tiredness, increase in need for sleep, lower moods and lack of motivation are typical symptoms of SAD and some call it the winter blues. Valkee's Bright Light helps in synchronizing biological clock and increases energy level to boost performance in everyday life. With Valkee you can stay energetic and keep your spirits high. It also reduces the need for extra sleep and it helps combat cravings for carbohydrates. (Valkee Headset Functionality, Date of retrieval 15.10.2013)

3 CONSUMER'S PROFILE AND MARKETING AREA (AUSTRIA)

Consumer profile is mainly based on the type of existing market in the country where the product is to be marketed. In the present study, Austria is selected as a target market where the Valkee product has to be sold and marketed. Austria now-a-days is more renowned for its spectacular mountains and scenery than it was used to be known as a dominant political force in central Europe with an area of 83.855 km² and a total population of approximately 8.5 million. Austria has its border with eight countries such as Italy, Switzerland, Liechtenstein, Germany Czech Republic, Slovakia, Hungary and Slovenia. Austria joined the European Union (EU) in 1995, which comprises 27 European member states as of 2008. Austria's main advantages are its economic, political and labor stability, its highly skilled workforce, a high standard of living, internal security and its well-established business ties to Central and Eastern Europe as well as far-reaching integration in the world economy. As a member of the EU, Austria is also a member of the Euro zone. (Business Guide Austria, Date of retrieval 19.10.2013).

Austria is a member of the United Nations, a party to the WTO, member of the OECD, the World Bank, the International Finance Corporation and the International Development Association. Austria is one of the safest countries in the world for business. This goes for politics as well as for the business climate, a low crime rate and the legal system, a framework that companies can rely on. Due to its rich historical background, the beautiful scenery, a dynamic and innovative economy the value of Austria as cultural nation has increased. Austria is a fine holiday destination as well for business partners. The diverse leisure possibilities in a secure environment make international managers feels at home in Austria. (Doing Business in Austria, Date of retrieval 19.10.2013)

Facts and figures

The official name of the country is Republic of Austria. According to UN 2012 it has a population of 8.5 million which is not a big population. The capital of the country is Vienna which is considered as center of business destinations in Europe. The whole area of the country is 83,871 square kilometers (32,383 sq. Miles). German Language is spoken as a major language in Austria. Machinery, metals, paper, textile, food and life stock are the main exports of Austria. Euro has been used as monetary unit since its participation in Euro zone. Austria has US \$48,170

GNI per capita according to world bank 2011. The international dialing code is +43. (Facts and figures BBC News, Date of retrieval 20.10.2013)

OesterreichischerRundfunk (ORF) is the main dominant public broadcaster in Austria which faces competition from private television and radio broadcasters. Cable and satellite television is available in most of the homes in Austria and it is the main source to watch all the broadcasts. 81% of the population in Austria has internet facility and they are using it quite frequently. Newspaper is must source of information for Austrians. (Facts and figures BBC News, Date of retrieval 20.10.2013)

Austria is located in central Europe and is bordered with Italy, Slovenia, Czech Republic, Germany, Hungary, Liechtenstein, Slovakia and Switzerland.



Figure 4: Austrian map (Austrian Map, Date of retrieval 20.10.2013)

3.1 Austria as a potential market

Companies tend to involve in an international environment for expanding their current business when the company is strong enough to acquire customer attention. There are several reasons behind engaging in international market but the main goal of every company is typically overall expansion of business whether a company searches new market in abroad by taking help from international business strategy. Majority of the companies look for international markets to introduce new innovative products, overall expansion, increase market level, customer service level, sales and revenue. Some companies find an international market for source of labor. Lack of skilled labor, low cost labor, technology assistances and other services availability motivates a company to involve in international markets. Some companies go to an international market to relocate resources of the company that are difficult to find in the base country. Company can get resources and reasonable price internationally. In some cases company goes to international market to broaden the workforce and new products and ideas according to the host country. Company starts business in abroad to diversify the current business from the base country. Selling products, customer service level and revenues from international markets can help to reduce overall business and financial pressure to a single country. (Why Companies Engage in International Marketing, Date of retrieval 15.04.2014)

Austria has a strong economy with the machinery, metallurgical and textile product among the listed products. It has strong GDP per capita and 12th richest economy in European Union. There are several positive advantages behind the economy. There is some comparison between Austria, Finland and Germany economic freedom. Austria's economic freedom score is 72.4, making the economy the 24th freest economy in the world according to the 2014 world index (Heritage Country Index, Date of retrieval 15.04.2014). The economy is getting better than last year. It has been improved 0.6 point scores for investment freedom

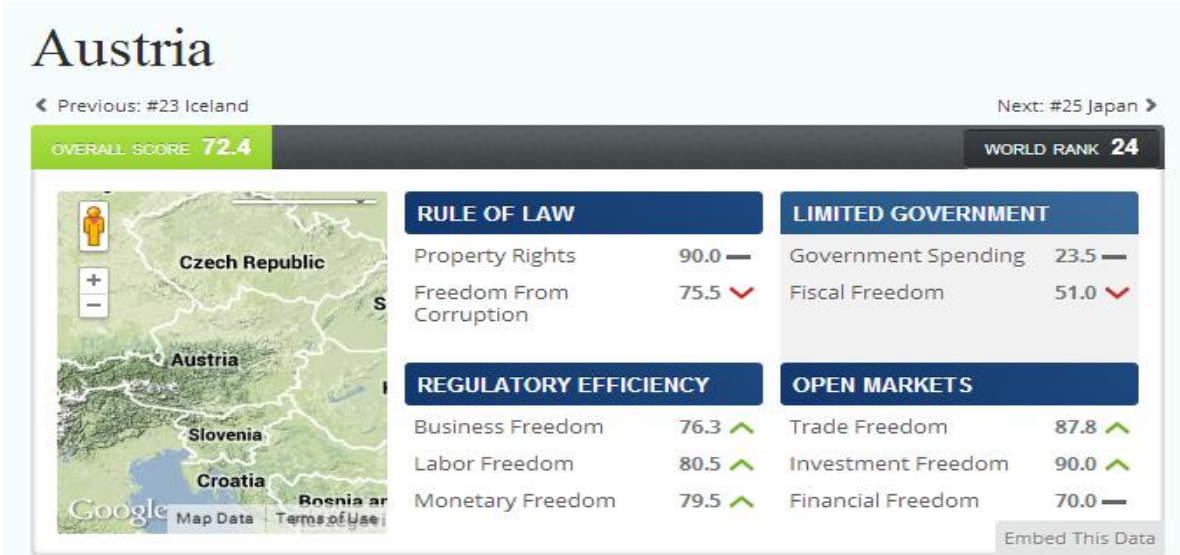


Figure 5: Austrian economic freedom score (Heritage Country Index, Date of retrieval 15.04.2014)

The above diagram shows overall score of Austria which is 72.4 and 24th in world ranking index 2014 including rules of law, regulatory efficiency, limited government, open market. The position of Iceland is ahead of Austria and Japan is behind of Austria in terms of overall score and world ranking.



Figure 6: Financial freedom among Austria, Finland and Germany (Heritage Visualize, Date of retrieval 16.04.2014)

In the above line graph a comparison has been shown between Austria, Finland and Germany in terms of financial freedom of each country. Finland stays on top among these countries having a

score of approximately 80 and Germany has a score of 70 whereas Austria has scored 50. There is no fluctuation of Austrian line; on the other hand both countries have pretty many fluctuations up and down.

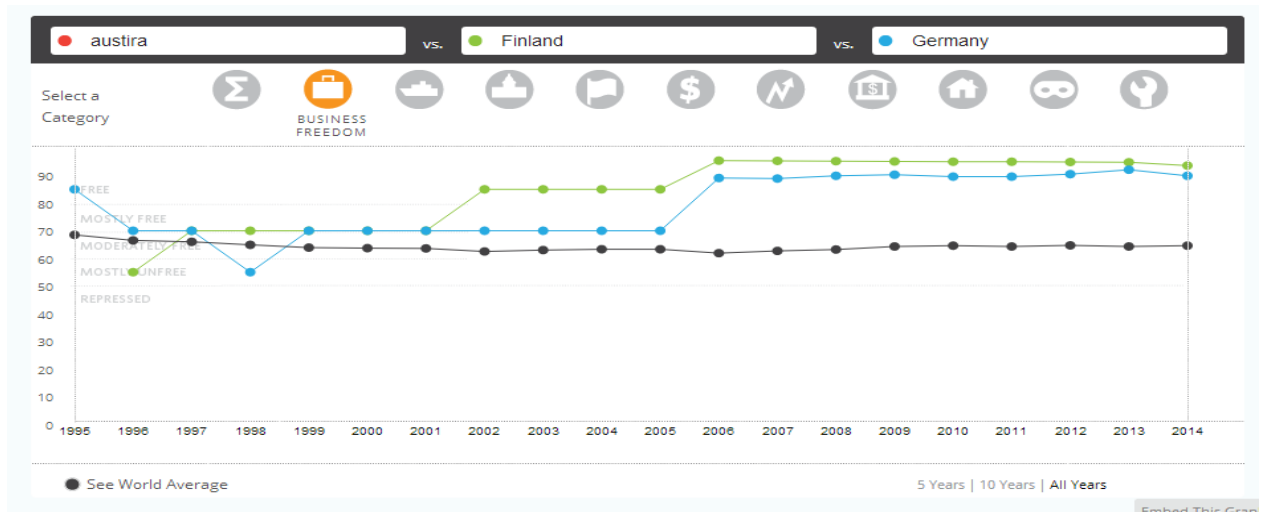


Figure 7: Business freedom among Austria, Finland and Germany (Heritage Visualize, Date of retrieval 16.04.2014)

In the above line graph a comparison has been shown between Austria, Finland and Germany in terms of business freedom of each country. Finland and Germany have scored almost 90 and Austria has scored 70 and there is no decline.

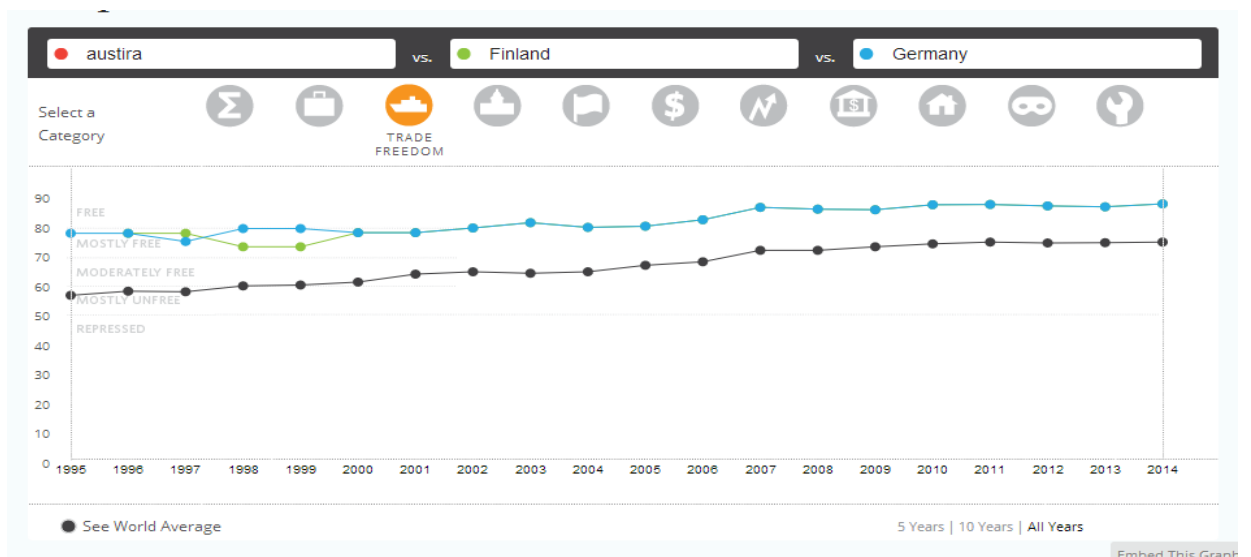


Figure 8: Trade freedom among Austria, Finland, and Germany (Heritage Visualize, Date of retrieval 16.04.2014)

In the line graph a comparison has been shown between Austria, Finland and Germany in terms of trade freedom of each country. Finland and Germany are on the same score of 90 and Austria is just below having scored only 70.

BROWSE THE LIST		View complete list >			
Rank ▲	Name	GDP Growth (%)	GDP/Capita (\$)	Trade Balance as % of GDP	Population (mil)
1	 Ireland	0.9	44,100	1.7	4.8
2	 New Zealand	2.5	38,900	-4.0	4.4
3	 Hong Kong	1.4	36,600	2.4	7.2
4	 Denmark	-0.6	56,400	5.9	5.6
5	 Sweden	1.2	57,700	7.1	9.1
6	 Finland	-0.2	47,500	-1.4	5.3
31	 United Arab Emirates	3.9	65,600	7.5	5.5
32	 Austria	0.8	48,500	2.0	8.2
33	 Spain	-1.4	28,500	-1.4	47.4

Figure 9: Best countries for business world ranking (Best Countries for Business, Date of retrieval 18.04.2014)

Forbes is the American business magazine published on weekly basis .It publishes original articles about finance, industry, investment and market topics. According to Forbes best countries for doing business in the world index, Ireland stays on top of the list. Finland is on the 6th rank and Austria in on 32nd in terms of GDP growth, GDP per capita, trade balance and population. (Best Countries for Business, Date of retrieval 18.04.2014)

In the business world, cross cultural negotiations are always challenging for any member of the company. Sometimes business negotiations do not bring any opportunity for those negotiators. There are many reasons behind the failure of negotiations. Language barriers, culture and customs, politics, technology, and target audiences are the some of the main reasons.(Cultural Differences Affect on Business Communication, Date of retrieval 18.04.2014). Cultures and customs often have effect on consumer behavior, local demand, buying decisions and brand image. Even it effects on management styles and managerial decision also. (Cultural Affect on International Business, Date of retrieval 18.04.2014)

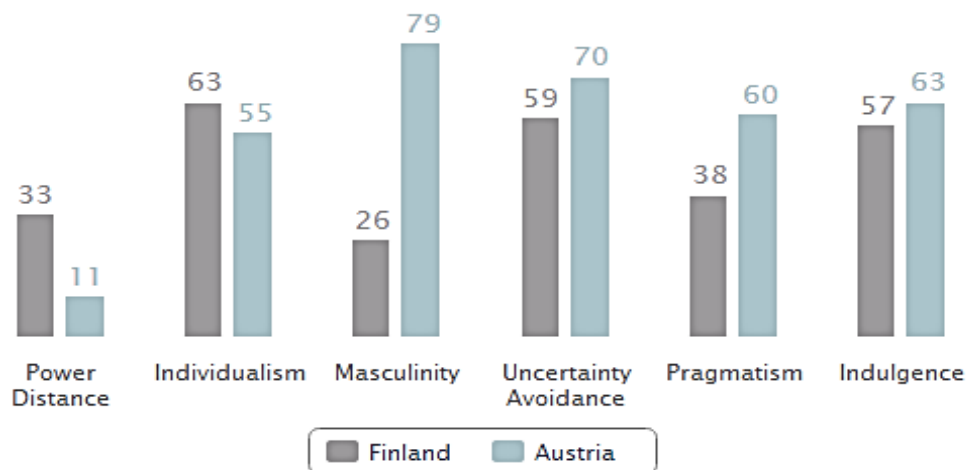


Figure 10: Geert Hofstede cultural comparison between Finland and Austria (Geert-Hofstede Finland, Date of retrieval 21.04.2014)

A comparison between Finnish culture and Austrian culture and the difference have been shown in the bar chart. There are six dimensions of both countries that are pretty much closely related. Power distance is defined as the less powerful members of institutions and organizations in a society or country expect the power is distributed unequally. In the bar chart Finland scores 33 whereas Austria has scored 11. Individualism describes the people of the society are living separately or take care of themselves alone. In the individualism the people of a society look after themselves and direct family only. On the other hand in collectivism society people live in a group and take care of them in exchange among the society. Both countries are closely staying in the same dimensions. Masculinity describes how the society is driven by the quality or dominant values of population. High score in the dimension indicates the society is driven by competition, achievement and success among the people. Low score in the dimension indicates the dominant values of the society are caring for other and quality of life whereas the quality of life is the sign of success. In masculinity dimension Finland scores 26 and Austria scores 79. (Geert-Hofstede Finland, Date of retrieval 21.04.2014)

Uncertainty avoidance is defined as society should try to control unknown situations in the future or just let it happen as usual. High score indicates preference of avoiding uncertainty and low score indicates preference of control over unknown situations in the future. Both case country dimensions are closely related to each other in the chart. Finland scores 59 while Austria scores 70 it means both countries prefer avoiding unknown situations in future. Pragmatism describes

how people of the society were in the past as well as today and pragmatic orientation believe that people do not need to explain everything, impossible to understand complexity of life. High score indicates it is a pragmatic society and people believe that everything depends on situation, context and time. Low score indicates the society is normative; people have strong concerns about establishing the absolute truth. In this dimension Finland scores 38 making the society as normative and Austria scores 60 making the society as a pragmatic society. The dimension Indulgence is defined as whether people try to control their desires and impulses, based on the way where they raise. Low weak control is indulgence and high strong control is restraint. In the dimensions both countries are closely stays beside. Finland scores 57 and Austria scores 63 which makes both countries as indulgent countries. In indulgence society people are generally exhibit willingness to realize their desires and impulse with regard and always have strong positive attitude to optimism and they place much importance on the leisure time. (Geert-Hofstede Finland, Date of retrieval 21.04.2014)

Geographical location and trade limitation are both counted in order to primary selection of any country in international business. Finland is situated in Europe and it has open border with other EU nations. Target country Austria is situated in the central Europe and has good opportunities for doing business with other neighbor countries. There is no border control and trade limitation with Finland as well as Europe. Another reason is the product as Valkee Oy manufacturing bright light headset for seasonal disorder affect (SAD). It is used to get rid of SAD and deep ration, where the darkness makes people sad and depress. Especially geographical location, trade barriers and weather conditions are the main reasons behind the selection of Austria as a target market for Valkee Oy. Austria receives a great amount of sunshine in summer season and in winter season it has lack of sunshine. In the east and some parts of south of Austria receives 250 hours sunshine per month in the middle of summer. The north and west part are the most affected areas where often sunshine duration is reduced by the obstacle mountains. (Geography Overview, Date of retrieval 22.04.2014)

Average monthly hours of sunshine over the year

This is the monthly total of sunhours

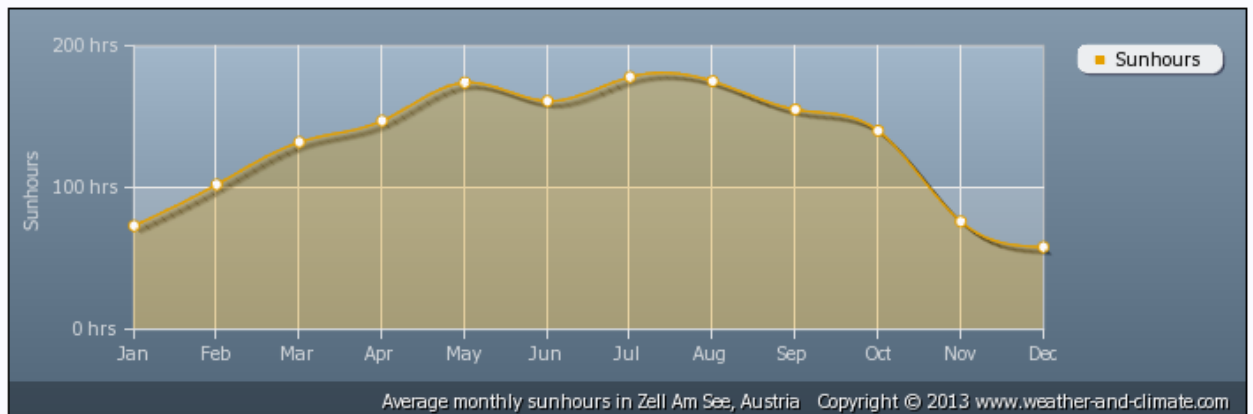


Figure 11: Average monthly hours of sunshine in Austria over the year. (Rainfall, Temperature, Sunshine, Date of retrieval 22.04.2014)

$$\text{Dec } 65 + \text{Jan } 75 + \text{Feb } 100 = 240 / 3 = 80 \text{ hours per month}$$

Sunshine duration starts to decline in Austria from October and it goes up to end of the March in every year. In winter season each month receives an average of 80 hours of sunshine per month. Lack of sunshine might cause brain depression. Winter depression is still a controversial topic to scientists. They believe that the people suffer from winter depression known as a term named seasonal affective disorder (SAD). Many scientific researchers have shown that seasonal affective disorder feels much better after exposure to bright light. (Depression, Date of retrieval 25.04.2014)

3.2 Culture

Social culture

The basis of social culture in Austria is their family. Austrians have generally small families and they like to live within a certain town, village or city. Eating dinner together, visiting grandparents on Sundays and spending the weekend with the families are very much the norms of Austrian culture. Most of the Austrians are conservative and they are moderate and wise in their decision making. So it is the major aspect of their behavior. They like to extend social invitations in

advance so that their guests must not engage in other matters on the time of the occasion. Austrians are well dressed and presented even when they are informally dressed they are neat and conservative. Strict protocol for dressing appropriately for different occasions can be seen in Austrian people. Formal wear for meetings, theatres or concerts and semi-formal for dinners or going to restaurants are required. Women are elegantly well dressed most of the times especially when they are out in the public. (Austria Country Profile, Culture, Date of retrieval 31.10.2013)

Greetings are formal and a firm handshake is a traditional greeting. Eye contact is important while greeting someone. Some men may kiss the hand of a female and a female can also kiss a man while greeting. Men from other countries should not kiss a woman's hand also men are not allowed to kiss other men. Austrians expect handshakes to everyone including children if someone comes to visit. Titles with surnames are very important to give respect. If you are invited for dinner to an Austrian house, arrive on time because punctuality is a sign of respect towards the host. Elegant and conservative dressing is necessary for the dinner. You may ask to remove your shoes before entering the house.

You may be shown a particular seat so remain standing unless you are asked to sit down. Keep the fork in your left hand and the knife in the right hand while eating. Put your napkin on your lap before start eating and also wait for the host to say "mahlzeit" or "GutenAppetit". Finish everything on your plate and put knife and fork parallel on your plate with the handles to the right when you finished with the food. Say thanks to the host after finishing your meal. Exchanging gifts on Christmas and birthdays with the families and friends is as common in Austria as it is in other countries. On 6th of December children receive gifts as it is feast of St. Nicholas. A small gift can be given to the host if invited to a dinner. Gift can be chocolates or flowers but always give odd number of flowers because even number is considered as bad luck. Gifts should be nicely wrapped and they are opened when received. (Austria Country Profile, Culture, Date of retrieval 31.10.2013)

Business culture

Communication style and appearance is really important in any business culture as it is in Austria. Austrians don't need personal relationships to do business; third party introduction might be enough for them. They are interested in what advance level degree their business partner might

have or how long they are in the field of business and their experience. The communication follows strict rules of protocol and it is quite formal. Light talk and small jokes are part of the communication too but they are more focused on business objectives. In business field the people are addressed by their titles or surnames and first names are only used in families or with close friends. Austrians are more direct towards the actual point of discussion rather than being indirect and it might be taken as rude behavior in some cultures. Austrians believe in actual written contracts rather than word of mouth.

Meetings are really formal in Austria and they are appointment based. The appointment should be made a month before the actual meeting time in private or medium/large companies. Some times are difficult in getting appointment for meeting like Christmas time, August or Easter. If you are unable to attend a meeting inform them well before time because the last minute cancellation is taken as extremely rude and it can spoil your business relations with any company in Austria. The more punctual you are the better it is for the business relations. Presentations in business meetings are really important. Presentation should be simple and to the point. Meetings follow a strict agenda which includes starting and ending times, and what matters are to be discussed. They make a good follow-up of every meeting which underlines what topics have been discussed and what are next steps or who is the responsible party. The business cards are exchanged quite commonly. The business card must include any advance academic degree and the date of your business foundation. One side of card can be translated into German.

Before a meeting starts do not sit until the guest told you where to sit because of the rigid protocols. Meetings follow a strict agenda about the starting and ending times. A small conversation is normal before the meeting just to getting know your business partner. Business hierarchy is important in business negotiations. In Austria most of the companies are not very large so it is easy to get to meet with the person in charge. Austrians like to make long term business relationships for that they need all detailed information before making a contract and to understand all aspects. So one would have to be patient and avoid quick selling techniques or pressure tactics like hard selling. The dress code in Austria is conservative like in most of the Europe. Men and women should wear conservative dresses. Men should wear dark business suits with white shirts while women can add elegant accessories to their business dresses. (Austria Country Profile, Culture, Date of retrieval 31.10.2013)

3.3 Austria today

Austria is one of the richest economies in the world and it stands at number 12 with a very high GDP (Gross domestic product) per capita and also a very advanced country in the field of technology in the central Europe as well as in the world. It has well-developed social marketing economy and standard living style. Today Austria's modern and strongest economy, advanced day-to-day updated technology, large amount of well educated people, intellectual immigrants, and corporate developments have a greater effect on each area of Austrian modern life.

Education is the part of modern development in any country. Nobody can deny how much important education sector for development is. Any highly developed and advanced country in the world has a highest percentage of literacy rates. Austria is one of them having 98 percent of literacy rate. Without number of well-educated people, Austria could not be reached to the position where they are today and impossible to survive and go further in the competitive rising modern life. People of the society needs social guidance that reflects in education sector arena. Austria has many world class universities for that reason many people from different parts of the world come for higher education. As a result people get much more extrovert and friendly that makes good social relationships. In order to keep the top country position in the global economy, Austria needed to go for nonstop better education around the country. Today Austria is one of the leaders in research and development. (Communication between Cultures, Date of retrieval 01.11.2013)

Austria is committed for its best technological development since early times. Today many Austrian technological companies are the best companies in the world market. Austria is a competitive country in the fields of environment, energy development, life science technology, and modern infrastructure, traffic signaling technology, machinery sector and power plant engineering, automation and communication technology. Austrian research and development offers innovative products and services. Many Austrian technological companies take participation in international cooperation initiatives with their successful technologic innovation. A large number of immigrants are doing research programs in Austrian universities. Local and foreign both are very much capable of innovation and making the nation as developed among the best. (Austria at the Forefront of Global technology, Date of retrieval 01.11.2013)

As it is told Austria is well-developed country having top class economy, skilled labor force, good quality of living and it is directly and indirectly tied to the European economies. Austrian economy depends largely on service sector, industrial sector, and highly developed agricultural sector. Financial conditions among the citizens are equally better. There is a high social welfare benefit system for every citizen, which is funded by the state. Unemployment rate did not rise steeply in Austria like other countries in European Union in the recent past. (Communication betweenCultures, Date of retrieval 01.11.2013)

3.4 Reaction towards new and innovative health care technology

Health care is a big concern in Austria. Health care system relies on modern technology and various services provided by public hospitals. Social health care system covers almost all population of Austria. World class technology has been used in both in public and private hospitals to take care of the citizens. So they are quite used to the implication of any new technologies. Other thing that makes health care technology more efficient is that the Austrian healthcare system is decentralized from other nine autonomous provinces. Each province is responsible for their administering health and social services. Among the EU nations Austrian health care quality is the best and also world health organization listed Austria as 9th best country in the world. The country's economy is good and the product price range is much suited to the people and reputation to best healthcare technology might motivate to innovative health care technologies. TheValkee bright light headset is a new innovative healthcare technology idea and Austrians might try to take benefit from it. So Austria can be seen as a potential market for Valkee bright light headset. (Health Technology Assessment in Austria, Date of retrieval 04.11.2013)

4 PEST ANALYSIS

PEST analysis is a very useful tool to understand external macro environment for an organization. PEST is widely used to evaluate the bigger picture about political, economic, social and technological environment that a firm operates in. PEST analysis has been used worldwide by business leaders now-a-days to build a proper future vision for the firms and companies because it is very helpful in evaluating market growth or decline, position, potential and positive or negative direction for their businesses. PEST is very useful and easy tool when a company wants to start their operations in a new country or region. It helps a company to quickly adapt to new environments, unconscious assumptions and realities of the new region. A good use of PEST analysis helps companies to avoid taking wrong steps which lead to failure that are beyond their control. By making effective use of PEST analysis, a company ensures if it is going in right direction and well aligned with the forces of change. The advantage of this change is that you are more likely to be successful than your counterparts. (PEST Analysis, Date of retrieval 05.11.2013)

PEST analysis usages are three stage processes, brainstorming the relevant factors, identifying information that is applicable to these factors and the conclusion drawn from this information. Political factors include government regulations such as taxes, trade laws and restrictions, employment laws, political stability and environmental regulations such as protecting environment. Economic factors include economic growth of a country, interest rates, exchange rates, inflation and recession. It also includes purchasing power of an organization and cost of capital. Social factors can have impact on customer's needs as well as the potential market size for an organization or a company's goods and services. These factors include age demographics, population growth rate and attitude towards healthy lifestyles. Technological factors can influence a company's barriers to entry in new market, making buying decisions and investment in innovation such as automation, rate of technological change and incentives in investment. (Strategic Analysis Tools, date of retrieval 05.11.2013)

In SWOT analysis opportunities and threats cover all PEST factors, so it is useful to complete a PEST analysis before completing a SWOT analysis. It is well worth noticing that all four paradigms of PEST analysis vary significantly depending on the type of business. For example, political factors are more relevant to manufacturer or contractors while social factors are more

relevant to consumer business which is near to consumer's end of the supply chain. (Strategic Analysis Tools, date of retrieval 05.11.2013)

The case company is operating mainly in Finland but for the expansion of the business it needed to go abroad. So the authors find out that before entering new markets especially foreign markets, it is very important to have a solid knowledge about the market in which you want to penetrate. PEST analysis about Austrian market is the best tool for the company to get required knowledge. Authors mostly used secondary research method with most of the information mainly available on internet about Austrian market to highlight political, economic, social and technological factors in some brief way. The refined points have been mentioned in the form of a chart after explaining all the factors individually.

Political

Austria is a democratic political country. The political scenario is very stable since 1955 when Austria decided to become an independent state. Austria is the member of European Union since 1995 and has played its part in strengthening the common foreign and security policy. Austria has been a part of NATO's peace program and its troops are deployed in many intense places in order to help maintain peace and security. But Austria has no plans to join NATO. Austria is also a member of UN Human Rights Council for the term 2011-2014. Austria is the part of Schengen area so its border is open to all its neighboring countries. (Pestle Austria, Date of retrieval 06.11.2013)

Economical

Austria has developed high standards of living with very well developed market economy. Austria is a free market economy with strong social focus. Austrian economy can be divided into three sectors. The largest sector is service sector while industrial sector can be characterized as the middle sector. The industrial sector is based on many medium-sized companies and covers almost every branch of manufacturing. Mechanical engineering, chemicals, vehicle manufacturing, food and steel construction are the most important industries in Austria. Industrial sector of Austria is strongly export oriented. (Pestle Austria, Date of retrieval 06.11.2013)

The agricultural sector can be seen as smallest sector but it is very highly developed sector. It has seen strong trends towards organic farming and with 11.9% share of organic farms Austria is the leading country in European Union. Austrian exports were in great demand in international market and the employment growth was a record when recession hit in 2009. As a result of this recession Austrian GDP was down by 3.8% in 2009 but till 2010 it was again improved by 2%. Austria's larger banks were most affected by this international crisis and government had to provide bank support and nationalization in some cases. Some other economic sectors are tourism, arts and crafts. Tourism sector have given a lot of stability in the recent past due to a number of summits and conferences held in Austria. (Austria Country Brief- Economic Overview, Date of retrieval 06.11.2013)

Social

Austria is one of the advanced developed countries in the continent of Europe as well as in the world. Social culture, environmental sector, quality of living, social security, citizen facilities and strong social infrastructure, Austria has all and even more. Austria is a primary user of any newly invented product like USA, UK and other developed countries. Vienna is largest city of Austria by population having 1,731,236 inhabitants. Graz is the second, Linz is the third, Salzburg is the fourth and Innsbruck is the fifth according to their population. In Austria German is the official language spoken by 86% of the population. The rest of 14 % of the languages have minor speaking people like Bosnian, Turkish, Hungarian and polish. Until the year 1806 the Austria was the part of Roman Empire and until the year 1866 Austria was part of German confederation. There was a war Austro-Prussian which separated Austria from German colony. German and Roman cultures are quite common in Austria. Vast amount of people they believe there is God (Source: Euro barometer poll 20109). In the 20th century 63.5% of total populations are identified as Roman Catholic (Source: Religion in Austria). Austrian education system is regarded as one of the best education systems in Europe as well as in the world. Overall social factors are in favor of Valkee Company or any other company like Valkee. (Countries and Their Cultures, Date of retrieval 11.11.2013)

Technological

Austria is a country where they allocate most funds of education sector to the research facility. Many universities of ICT are famous and currently highly ranked in the EU. They offer and invite

open research position for researcher all over the world. As a result Austria is a competitive country in technological sector. There are a number of software and technological companies operating in Austria. Austria is also quite good at renewable energy in the European Union. Even Austria is a fine example to the rest of countries in Europe for the use of biomass for generating heat energy. Austria as a central European country has good global communication to EU and rest of the world. All the technological factors are reasonable to an innovative company like ValkeeOy. (Research and Innovation System-Austria, Date of retrieval 11.11.2013)

PEST Analysis of Austria

Political	Economic
Democratic country	World's 12th richest economy
Politically a very stable country	Home economy trends increasing as compared to overall economy trends
Member of EU since 1995	25% corporate income tax
Part of NATO's peace program	20% VAT to products and services
Troops are deployed as security services in different parts of the world	Seasons does not have much effect on economy
Member of UN Human Rights Council	0.5% interest rate
Part of Schengen area	Free trade due to member of EU
Base for a number of major international organizations	Service sector and industrial sector are the main economic sectors
	Highly developed agriculture sector
	Tourism , arts and crafts
	Free market economy
	High exports in industrial sector
	Industry is based on mostly medium sized companies

Social	Technological
European life style	Technology sector have many largest IT companies in Austria
Positive attitude towards new technology	Austria does not have a good performance flowing EU average in scientific publications and does not have greater success in international completions for EU framework fund to research and development.
Direct opinion	ICT sector are customized solutions to customer
Media views taken seriously	Licensing and patent of new innovation are followed EU legislation
Brand followers	Due to service of IT sector Austria has good communications to rest of the world
Company's technology image must be up to the mark	
Conservative buying patterns of consumers	
Events might have significant influence to consumer	
Ethnic and religious factors does not vary a lot	
Newspaper and television advertising is common	
Ethical issues are strictly followed	

5 SALES AND DISTRIBUTION CHANNELS

Companies use different channels to promote and distribute their products to customers. For most consumers, retailers represent the final and therefore the most visible point of supply chain. Consumer products and services are brought to the final customer by traveling through long process. Manufacture may directly send to retailer or may have several middlemen interconnected between them for example: wholesalers, distributors, agents, vendors. Each intermediary receives products and adds their cost until to get profit and moves to another to another intermediary until reaching to the final consumer. Total process is sales and distributions channels. (Distribution Channels, Date of retrieval 14.11.2013)

For effective and increased sales operational decisions relating to product assortment, merchandising, store layout, pricing and promotion, allows a company to develop a clear consistent image and market their product for customers. In short "No Company is alone successful, its success is achieved with its various other elements such as marketing programs and distribution activities that are undertaken to facilitate the exchange between marketers and Consumers. To sell Valkeebright light headset successfully in Austria it is important to find out the right sales and distribution channels. There are two general categories for sales and distribution channels and are described below. (Choosing Sales Channels to Reach Target Consumers, Date of retrieval 14.11.2013)

5.1 Direct channels

The direct channels of distribution are those in which company sells its product directly to the end customer or the consumer. Direct channel is the shortest, simplest and also cheapest form of all time distribution channels. These channels were not so popular in the past but internet has greatly increased the usage of direct channels. Companies can cut costs for the intermediaries if needed with the help of direct channels by selling directly to end customer. (Direct Channel Distribution, Date of retrieval 15.11.2013)

There are two kinds of direct channels, one is selling directly to customer which can involve door to door selling and other is internet sales or E-marketing. Sale persons works for the company,

their duty is to market the product directly to the consumers through mail orders, storefronts or other means. Because of the global availability to consumer, the internet is an easy distribution channel. Now-a-days a lot companies are selling their products online. They have their own websites and they even can sell from some other web sellers like E-bay and Amazon. Direct channels are mostly used by the larger companies those are well established and can afford to focus on their sales strategies and the manufacturing strategies as well. For smaller companies it can be little difficult to establish direct sales channels because it can be harder for them to maintain their focus on sales and manufacturing with a smaller number of employees and resources. (Direct Channel Distribution, Date of retrieval 15.11.2013)



5.2 Indirect channels

As products or services move in order to be available to the final customer through several intermediaries the indirect channels are used by the companies who do not sell their products directly to the end customer or the consumers. Suppliers and manufacturers mostly use indirect channels because they exist early in the supply chain. It is better for the new companies to use indirect channels because they can focus on the manufacturing of the product and they do not have to look for the marketing or distribution strategies. Distributors, agents, wholesalers, and retailers are some types of indirect channels commonly used by companies. The indirect distribution channels are relatively safer but a bit more expensive as compared to the direct distribution channels. It is because of the involvement of the middlemen and the companies have to pay extra money to them. Often product price increases systematically with the addition of distribution cost. Different suitable sales and distribution channels have been organized and explained according to the product and the company for the present research. These channels are found to be best fit for the company and can create new possibilities in sales and distribution. The company can consider these channels for their future sales and distribution in Austria or any other country. (Indirect Channels of Distribution, Date of retrieval 15.11.2013)

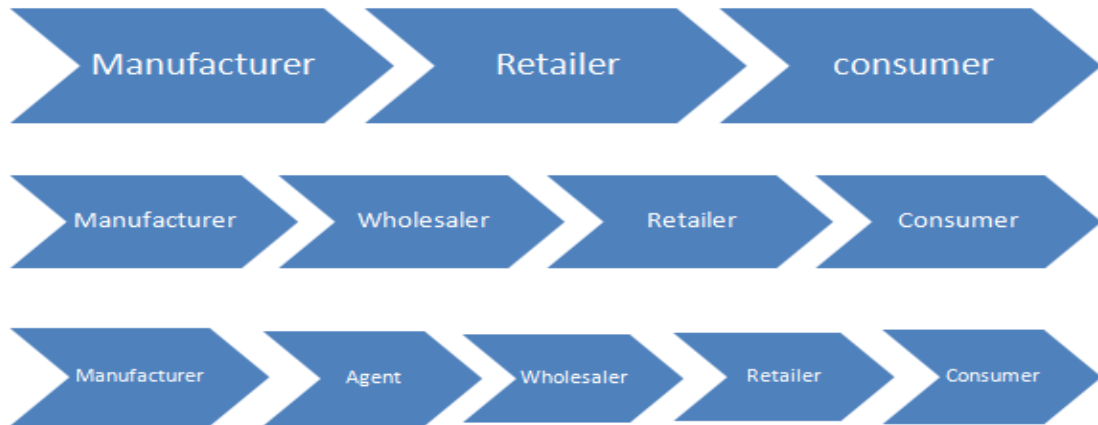


Figure 12: Products delivered to the final customer through different indirect channels.

5.3 Possible sales and distributions channels

The possible sales and distribution channels were selected for Valkee Company in accordance with Austrian market and all the required details are provided in different categories. The contact information about all the companies can be found in the appendices.

5.3.1 Departmental stores

A departmental store is a huge retail place which offers a large number of different consumer goods such as clothing, housewares, electronics, furniture and appliances. Departmental stores are established for the purpose of different types of goods to be sold. Generally it gives options to the consumer for the choice of multiple products under one the same building roof. The departmental stores provide maximum shopping benefits to the consumers and therefore it is often called as “Universal provider” or “Single spot shopping Centre”. The concept of the departmental stores was originated in France in 19th century after the industrial revolution. The first reliable departmental store was opened in Pall Mall, London as a “Harding, Howell and co” in 1796. (Departmental Stores, Date of retrieval 24.04.2014)

There are several types of departmental store available. Upscale departmental store is one of them. Selling Brand products supplies like Burberry, Calvin or M.A.C at the entrance with the specialists assist to help a consumer for selecting perfect product for her or him. It May sell small amount of household appliances. Another type of store is Mid-Scale department store. Normally

chain departmental stores are often goes to this category. Mid-range departmental stores, generally sells brand and also non-brand products. Often it is operated by chain stores. Discount departmental store is another type of the departmental store. It sells less brand name products and offers wide variety products. Off- price retailer is other type of stores. In these kinds of stores the products are sold from the last stock on discount prices (Types of Department Stores, Date of retrieval 24.04.2014)

Generally a departmental store is considered as one stop shopping place for the people. Most of the departmental stores offer brand and non-brand products depending on the type of departmental store and its location. In Austria every day huge amount people visit departmental stores for their daily needs. This the best place for any company for selling products. The following pie chart shows how a consumer spends their majority shopping time in different shopping stores.

Consumers spend the majority of their shopping time in stores

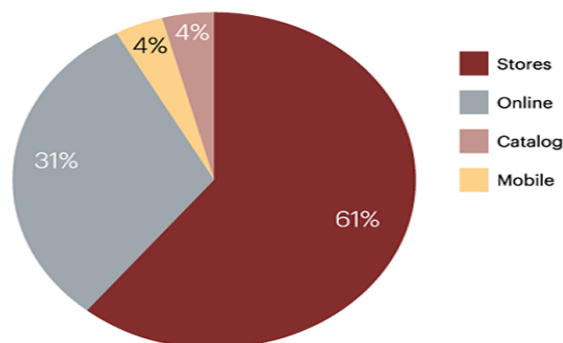


Figure 13: Consumer spends majority time in departmental store. (A.T.Kearney Future of stores study, 2013)

Consumers spend their majority shopping time in the departmental store according to the above pie chart. Departmental store might be possible sales channels for the case company in Austria. There are some of the best departmental stores in Austria have been chosen by their product range, location, customer profile and store scale. All the necessary details and information about the selected departmental stores have been given below.

Interspar

Interspar is one of the largest and leading combining mega super stores in Austria. Over 40 years ago in 1970 this company was founded as a food trade business in Austria. Later owner's decision made this company to a large consumer super market. Soon Interspar becomes one of the top hypermarkets across the country having 65 stores in different locations in Austria with approximately 8900 employees. They sell combine items such as electronic, clothes, food and housing renovations staffs. About 30000 different items are available at Interspar in non-food categories. Interspar is doing well in recent years with a turnover of around 1.4 billion Euros for year 2013. Interspar sells more than 6100 products for daily use from 560 local suppliers. Basically Interspar is the subsidiary of SPAR group that is a worldwide organization. SPAR has 12331 stores in 35 countries all over the world. Spar deals with more than 10 million costumers every day. (Interspar, Date of retrieval 03.02.2014)

Metro

Metro is the first wholesale store in Austria which was opened in 1971 in Vienna-Vosendorf. It is running 12 outlets and is one of the leading self-service wholesalers in the market. The store has got more than 2088 employees all over its 12 outlets in Austria. METRO is operating in 29 countries with more than 700 stores all over the world. The cash and carry is the international leading self-service wholesaler with sales of around 31 billion Euros in the year 2011. Metro has more than 120000 dedicated employees all over the world who serves 211 million customers each day. Metro provides 20000 food items and up to 30000 non-food items. Metro provides innovative services to its customers such as delivering and consulting for small retail shops which gives its customers a great deal of added value and competence. (Metro, Date of retrieval 03.02.2014)

SCS (Shopping City SUD)

SCS is the largest shopping centre in the South of Vienna, Austria. SCS expands over 173000 Square meters of area with over 330 stores which offer a great shopping experience to its customers in many categories like electronics, beauty and wellness, telecommunication, watches, jewelry, fashion and much more. Around 53000 customers visit every day on the average in Shopping City SUD. SCS is setting new standards in terms of shopping experience after an

extensive modernization in the years 2012 and 2013. SCS is divided into water city, garden city and the city light now. SCS has won many top brands in the recent past due to the modernization to the entire shopping centre. (SCS, Date of retrieval 03.02.2014)

DonauZentrum

DonauZentrum is a largest shopping and lifestyle center in Vienna, Austria. There are about 260 stores of various types such as fashion, entertainment, and lifestyle and fitness center. It is situated in Danube Island, the heart city of Vienna. The paradise island is very famous for recreational purpose for the Viennese population. Every day thousands of people visit the island for entertainment and shopping. DonauZentrum have become one of the best shopping centers in the paradise island. Easy communication from the city center and approximately 3000 parking places are available for visitors of the shopping center. The place not only offers shopping but also place for official meeting and entertainment. (DonauZentrum, Date of retrieval 03.02.2014)

5.3.2 Medical Technology and Healthcare Industry

A healthcare industry is basically consists of providers of preventive, diagnostic, remedial and therapy products and services. Hospitals, doctors, nurses and all government and private or voluntary organizations related to this field are part of this industry. Medical equipment, pharmaceutical manufacturer and health insurance companies, or firms are also a part of healthcare industry. (Healthcare Industry, Date of retrieval 04.02.2014)

Valkee is a medical technological company and Austrian medical technology and healthcare industry must have to be target by the case company in order to get sales. The medical stores, drug stores, pharmacies, pharmaceutical wholesalers and manufacturers all over Austria have been taken into consideration. The most suitable ones are selected. The company is expected to be partners with any of them and it will be beneficial for their future sales.

BoehringerIngelheim

BoehringerIngelheim is a family business which was started in 1885 by Albert Boehringer in Germany. This small company expanded and now has developed into 15 largest pharmaceutical

companies in the world. Boehringer Ingelheim are the leading global contract manufacturer of biopharmaceuticals now a days. About 45,000 people are currently working in 145 different affiliated companies in different pharmaceutical departments. The company has its head quarter in Vienna and more than 1200 employees are working all over Austria. The company is present in Central Eastern Europe since 1960's and the management for Central Eastern European pharmaceutical markets was transferred from Germany to Vienna in 1976. The purchasing and logistics are done at Boehringer Ingelheim RCV GmbH and Co KG which operates from Vienna. The main task of this department is the distribution for Austria, Eastern Europe and some parts of Asia. (Boehringer Ingelheim, Date of retrieval 04.02.2014)

Kwizda GmbH

In Austria Kwizda is the leading and active trade industry in the pharmaceutical distribution, agriculture, roofing and waterproofing membranes. The pharmaceutical distribution which is formerly known as Mayrhofer Pharma Logistik GmbH has many years of experience in the field of storage and delivering the medicines. Basically Kwizda is a family business which is being run since 1853. The main business sectors operated by the company are pharmaceutical, pharmaceutical distribution, retail and cosmetics. The wholesale division of Kwizda group is one of the best and stands for the highest quality of services in distribution sector of pharmaceutical trade. The company has five sites all over Austria in Vienna, Graz, Linz, Grödig and Innsbruck where more than 400 professionally competent staff are employed. (Kwizda, Date of retrieval 04.02.2014)

Jacoby Pharmaceuticals AG

KR Dkfm. Frederick Jacoby founded the Frederick Jacoby and co KG in kaltenhausen at Hallein and it is the head quarter of the company since about 60 years. The main business includes manufacture, wholesale and distribution of medical products. Customer service is the top priority of the company. Currently about 150 employees are working for wholesaler and manufacture sections; the company has made a turnover of 170 million Euros in 2009. (Jacoby, Date of retrieval 04.02.2014)

Now Jacoby Pharmaceutical AG have become one of the biggest wholesales in Austria, which supplies over 300 pharmacists all over the country. The company is using very modern handling

equipment and they are able to handle thousands of packages every day. The company has capacity of storing over 40000 items and delivery capacity of 99%. Jacoby Pharmaceutical employees take care around the clock to help and advice our clients. (Jacoby, Date of retrieval 04.02.2014)

PharmosanHandelsgesmbH&LogistikgesmbH

PharmosanHandelsgesmbH&LogistikgesmbH is basically a logistic partner for the pharmacies and their patients in Austria. The computer controlled safety and transport control system ensures a safe supply to pharmaceutical companies, pharmacies and their patients. The company represents within groups or companies of Mittelbach and pharmaceutical wholesalers. PharmosanHandelsgesmbH was established by Mag Sigismund Mittelbach in 1977. (Pharmosan, Date of retrieval 05.02.2014)

L.KöglPharma GmbH

The company can be called as the origin of pharmaceutical wholesale in Austria. It was founded in 1957 by a couple Karl and Rleanor Kögl as a pharmaceutical business. The main operations of the company are to supply pharmaceutical goods to pharmacies, physicians, public and private hospitals in Borarlberg, North, East and South Tyrol. The company handles about half a million of items in 30 thousand storage locations. The company has more than 50 regular employees and about 300 individual distributors.

(L köglPharma, Date of retrieval 05.02.2014)

Baxter

Baxter is an American international pharmaceutical company which manufactures its products in 27 countries and markets them in more than 100 countries. 60 percent of its sales are outside United States. The turnover for the company in 2012 was 4.2 billion U.S. dollars only in Europe, Middle East and Africa while the overall turnover was about 14.2 billion US dollars. About 50800 employees have worked at Baxter till 2012 all over the world. The company can be divided into two business segments, one is its Bioscience and the other one is Medical products. The Bioscience division had its turnover of 6.2 billion US dollars while medical products division had a turnover of 8 billion US dollars.

Baxter has its first Biomedical research center in Orth, Austria was founded in 1982. It is also the biggest research center of Baxter outside United States. (Baxter, Date of retrieval 05.02.2014)

Saint Charles Apotheke

Saint Charles is famous international drug store, situated in the heart of Vienna, Austria. Several hundred people visit the store every day. Alfred Blumenthal founded the first pharmacy in 1886.it offers to the customer exclusive service and place. Often visitors get possibility of mental and physical self-awareness personal development plan by the pharmacists. It has grown faster and became popular. In 2009 Saint Charles opened the overseas store in Berlin. (Saint Charles Apotheke, Date of retrieval 05.02.2014)

5.3.3 Sports shops and Gyms

Valkee bright light headset is basically used for cure from seasonal effective disorder. SAD can cause many health issues and it can affect a larger number of young people and athletes as well. Young people and athletes can be taken as one of the target group. Sports shops and gyms always attract young people and athletes in every corner of the world. It can be really beneficial for any company that is making a product like Valkee to target this group of people in order to make profit.

According to results found from internet the authors found out that Austria unsurprisingly has a number of sports shops and gyms that can be targeted by the company. Valkee is already selling their product successfully in many sports shops or gyms in Finland and few other countries. After careful research about this area of market few sports shops and gyms were selected according to their size, popularity, business situation and profitability. It is expected that these sports shops or gyms can be a good way to sell the product if the case company is able to make partners.

The contact information of the sales representative that deals with sporting goods in sports shops or gyms all over Austria can be found in appendices while general information of the selected companies can be found as following.

Transatlantic Fitness GmbH

Transatlantic Fitness GmbH provides fitness equipment and fitness solutions to fitness markets in Austria and Germany. The company has an innovative task and already established successful training concepts and devices for the European markets. The company has its headquarters in Graefelfing near Munich Germany. But it operates in Austria and Netherlands as well. The company was established in 2009 as a limited company and at that time the company was importing the equipment from TRX and Trigger Point series. Since 2012 Transatlantic Fitness GmbH has become an exclusive distributor as well for multifunctional studio solutions in Austrian and German markets. Currently the company has an office team of 13 employees and they form a team of 25 trainers and more than 1500 coaches each year. (Transatlantic Fitness, Date of retrieval 10.02.2014)

Sports experts

Sports Experts is a sporting goods company which sells all kinds of sporting goods for all the needs of consumers. The company operates in Austria and Germany. It has 26 shops in Austria and 2 in Germany already active. With a 25 percent of market share with Eybl the company is undisputedly number one in Austrian sporting goods trade. The company has generated sales of around 400 million euros in fiscal year 2009/10. (Sports Experts, Date of retrieval 10.02.2014)

Hervis Sports

Hervis Sports and fashion mbh is one of the biggest sporting goods plus fashion shop in Austria which has over 2600 employees in more than 125 retail outlets. It is a 100% subsidiary of SPAR Handels-AG. The parent company Spar Austria Group is a Central European retail group under Austrian ownership. The company was founded in 1954 in Tyrol and now the group is operating in eight countries of Europe. The company has its operations outside of Austria since 2002 which includes Hungary, Czech Republic, Slovakia, Croatia and Romania. The SPAR Austria group generated a gross sales turnover of € 12.5 billion in the year 2012. (Hervis Sports, Date of retrieval 10.02.2014)

Sport 2000

Sport 2000 international Marketing AG was founded in 1988 as a Golden team international in Spreitenbach, Switzerland. The Company keeps the brand right of the Sport 2000 and enhances the business in Europe as retail formats. The company is one of the leading buying groups of independent sports retailers in European sports retail industry with more than 3500 stores in 25 countries and a turnover of more than €5.1 billion. The company started its operations in Austria in 1972. It currently has a central staff of 97 and about 2350 employees working in different shops all over Austria with about 280 dealers as well. The company offers high quality sports products and expert service to the customer. There are many ski zones in winter season in Austria. Thousands of visitor come and do sports activity here. The Company also started sport 2000 rent business in the ski zone. The company has its turnover of €382.5 million in the year of 2012. (Sport 2000, Date of retrieval 11.02.2014)

FitinnGmbh

The most popular, strongest team and the largest membership fitness chain in Austria. High quality service and member satisfaction are the top priority. For over 9 years, Fitinn is serving more than 90000 members across the country. This extra service made Fitinn fitness club most popular chain in Austria. (FitinnGmbh, Date of retrieval 11.02.2014)

McfitGmbh

McFitgmbh is one of the leading chain gyms in Europe. In early 1997 McFit opened its first studios in Wurzburg in Austria and started journey into business in Germany, Italy and in Spain also. The company is growing year by year. Currently it has 198 studios across the Europe and 1.2 million full members own McfitGmbh. There are 10 studios in Austria. Some studios are open 24 hours and every day in a week. Innovative and excellent service offers it members a second home. About 4000 motivated people are working in the company across the 170 locations. In 2012 the company made annual turnover was approximately 236, 5 million. Professional service, Systematic organization and standardized management were founded in this company. (McfitGmbh, Date of retrieval 11.02.2014)

5.3.4 Electronic stores

Electronic stores basically sell all kinds of consumer electronic products such as home appliances, media and computer related items, mobile phones and so on. Valkee bright light headset is a medical device and an electronic item also. Valkee might sell their product in electronic stores in Austria. There are many international and local chain electronic retail stores in Austria. Best electronic stores have been chosen according to their size, popularity, number of stores, profit margin, and selling products that are similar to Valkee bright light headset and store location. The basic information about the best possible electronic stores has been provided below and the contact information is listed in the appendices.

0815 online

The 0825 online Handel GmbH is an electronic online store, which was founded by Florian, spot, Oz Hazi and Alexander peretti in May 2007 in Austria. The aim of the company is to create customer oriented electric online store with the after sale service and support of a personal trade. All kinds of home appliances, TV, computers, phones are selling in the store. For the excellent customer service the company has hired expert employees and sale support. The company became popular for a very fast delivery within 48 hours from the purchase date across the country. (0815 Online, Date of retrieval 14.02.2014)

Saturn Electro

Saturn is a German based chain of electronics store across the Europe such as Belgium, France, Greece, Hungary, Italy, Luxembourg, Netherlands, Poland, Russia, Spain, Switzerland and Turkey. Saturn Electro is a consumer electronics store and it started business in Austria in 1994. For more than 15 years the company is selling products to customers and it offers good quality, low prices and after sale support to its respectful customers. Saturn Electro sells Computer, TV accessories and all kinds of consumer electronics. There are 13 stores across Austria. Each of the locations is situated in business place in every city. Saturn Electro has highest numbers of stores in Vienna. The Company is known for its committed and top quality service. (Saturn Electro, Date of retrieval 14.02.2014)

MediaMarkt

Media Markt is the Europe's number one electronic retail store. In the back 1979 Erich Kellerhals, Walter Gunz and Leopold Stiefel came up with the idea of very fast electronic media market retail store at commercial zone in Munich, Germany. Today the company has established its own brand across 14 countries such as Austria, Germany, Hungary, Netherlands, Portugal, Spain, Switzerland, Belgium, Greece, Italy, Poland, Russia, Sweden and Turkey. Across the 14 countries media markt has more than 750 retail stores. Media market's innovative, promising, excellent customer service and after sales services made it unique position in the Business. (Media Markt, Date of retrieval 14.02.2014)

Media markt started their journey in Austria in 1990. There are 32 retail stores across Austria. Media Markt sells Consumer electronics, computers, mobile phones, home appliances and other electronics products.. Providing excellent service and after sales support made the media markt one of the best electronic retail stores in Austria. (Media Markt, Date of retrieval 14.02.2014)

Redzac, Franz Hattinger

The company was founded in 1970 in Vienna, Austria. Firstly the company offered only TV services operations. Redzac is the retailer in Austrian electronic trade with all sizes from small specialized shops to larger stores. Today the company is selling all kinds of consumer electronics, multimedia, and installation services. The company has its headquarters in Vienna and operating as an online shop as well. (Redzac, Franz Hattinger, Date of retrieval 17.02.2014)

Timetron

Timetron is located in Vienna, Austria. The company is operating since more than 30 years in the field of consumer electronics, entertainment electronics, and non-electrical household products, electrical and non-electrical tools. The company has more than 1000 different items for sale in these fields. The company imports a large number of containers from Far East and exports the goods to Eastern Europe, which makes them one of the Austria's leading import enterprises. (Timetron, Date of retrieval 17.02.2014)

Conrad

Conrad is a successful family business that operates globally and it has been operating in Austria since 1996. Conrad offers impressive product range in the field of electronics and technology, energy technology, building services and tools, consumer electronics, computer technology, electronics experience and the solutions. The company operates through its megastores, online store catalogue and partner companies. Conrad has six megastores, two of them in Vienna and one a piece in Voestendorf, Graz, Linz and Salzburg. The company gets more than one million visits to its online shop every month, which makes the company most successful technology and electronics online shop in Austria. (Conrad, Date of retrieval 17.02.2014)

5.3.5 Airlines Industry

People travelling through airlines have been increased greatly in the recent years. More innovation has brought more facilities and people can travel from one place to another place in a really fast time. As the airline industry is developing the ways of marketing has also increased. Now-a-days almost every airline sells different products inside the planes and at airports with the duty free shops. It attracts many travelers from home and abroad. This is becoming a very useful mean to sell products and services. Valkee is also selling their product through Finn Air and for the sake of expansion they can find similar contacts with the airline companies abroad. Three airline companies have been selected which are operating successfully in Austria for the required purpose and the details about the airlines are provided below.

Austrian Airlines

Austrian Airlines is the only one flag carries airlines of Austria and it is operating under the subsidiary of Lufthansa airlines. This airline operates in 130 destinations worldwide mainly Europe based and maintaining its hub in Vienna, Austria. The company in the past few years was not doing well but now the airline's profit margin is gradually increasing and currently having a turnover of 2259 million Euros in 2012. (Austrian Airlines, Date of retrieval 18.02.2014)

InterSky Airlines

Inter sky is an Austrian airline and it has its headquarter in Bregenz, Austria. The airline operates to several European countries for example in major cities of Germany, Austria, Italy, Spain, Croatia and Switzerland. As Inter sky airlines operates only inside EU countries, so it can be a good possibility to sell the product in this kind of small EU based airline. (Inter Sky Airline, Date of retrieval 18.02.2014)

Tyrolean airways

Tyrolean airways are a regional airline company based in Innsbruck, Austria and main hub in Vienna international airport. The company is a member of Austrian Airlines Group and Star Alliance. It also carries out flights for Austrian airlines group as a substitute. This airline operates 72 destinations mainly in EU countries and six domestic destinations in Austria. Most of the travelers are from EU countries and due to the extreme weather conditions in many of EU countries they might be interested and keen to get some experience of this product. (Tyrolean Airways, Date of retrieval 18.02.2014)

5.3.6 Hotels and tourisms

Austria is a well-known country for its beautiful landscape and high mountains. A large number of tourists visit Austria each year which have made Austria a popular destination for tourism. The basic need for a vacation is to search for peace and mental happiness and get away from everyday's hectic life routine. People searching for mental peace can easily get attracted to the product like Valkee bright light headset. In order to target tourists, hotels are the best way to interact with them.

Hotels do have different products at their displays to attract customers or visitors. There is not enough scope to sell the product in hotels but they can be a good way to market and make people aware of such kind of new product as Valkee is. The authors found out that hotels can be a good promotion channel for the product. Few famous hotel chains have been selected that are operating in Austria and the details about the hotels are provided below.

Hilton hotels and resorts

Hilton hotels and resorts is a full international and recognized name in this service sector. The company was founded in 1919 in USA. By the time the company became first hotel chain in the world. As 2014 Hilton hotels and resorts have 540 hotels and resorts in 78 countries across Austria and rest of the world. Hilton Vienna plaza is located in center of Vienna.(Hilton Hotels and Resorts, Date of retrieval 21.02.2014)

Intercontinental hotels and resorts

Intercontinental hotels and resorts are well-known luxury brand hotels worldwide. The company was founded 1946 in Brazil for just internal business purpose. The company started its operations in Vienna in 1964 and by the time it was the first international chain to be opened in Vienna. Currently the company has about 183 hotels and resorts chain in 60 countries worldwide including Austria. Excellent Service and stylish design attract customers each day and the number of customers increasing day by day.(Intercontinental Hotels and Resorts, Date of retrieval 21.02.2014)

6 TRADE FAIRS FOR HEALTH CARE TECHNOLOGY

6.1 Trade Fairs& Exhibitions

A trade fair or trade show is an exhibition, which is organized in order to demonstrate latest products or services in any field of life that are given by different companies. These exhibitions help a company or personnel to examine recent trends, market situation, threats and opportunities as well as to show their own products to the potential buyers. Trade fair are of two types, public trade fairs and trade only fairs. Public trade fairs are open fairs in which everyone is welcome to visit while "Trade Only" fairs are only for the company members and representatives. A few trade fairs are the combination of the two. The beginning part can be public and open to all audiences while the conclusive part is only for the representatives from all the companies. (Trade Shows, Date of retrieval 03.03.2014)

Thousands of trade shows have been organized by different associations each year and they are sponsored by these associations for specific industries. For the sake of business growth and to find new customers the best way is to exhibit a trade show because most of the people attending these shows are decision makers or influenced buyers. Trade shows can easily fits to an appropriate product or industry and it is also very cheap way to sell your products as well. (Trade Shows, Date of retrieval 03.03.2014)

A company can improve its trade fair experience by planning ahead. The right selection of a trade fair is very important. The two most important things in a trade fair are the exhibitors and the attendees. A trade fair which have exhibitors who can draw lots of attendees can be very worth of selection. Highly qualified attendees can be life blood of any trade show or exhibition. Large audience is important but lack of audience is also not an issue, an exhibition that has a small number of attendees who happen to be exactly the type you are looking for can help more than a bigger show with a bigger audience. The representatives of the company at a trade show must be qualified who have full knowledge of the company and the business. Well qualified people always know their audience otherwise you can spend a lot of time telling and explaining to wrong people. So it is very important to spend more time in interacting with potential customers, suppliers and dealers in order to make new contacts. The business cards and brochures are very helpful, it

saves time and also if there are a lot of people at your desk you can exchange business cards so that you do not miss any of your potential customers. (Trade Shows, Date of retrieval 03.03.2014)

The case company is also looking for new markets and Austria is one of the target markets. From the research the authors found out that one cheapest way for the company to sell or at least introduce their product is to make a good use of trade fairs in Austria that are organized every year. For this purpose different trade fairs have been searched through internet for the coming years in Austria. These fairs are mostly organized every year. The categories of the trade fairs are described and carefully selected that fits the company's product line. The best possible trades fair have been mentioned in the coming part and all the required and necessary information have been given about these fairs. The event dates, venue, organizers information, web addresses and contact information about all the trade fairs is listed in the appendices. This information is expected to be helpful for the case company to select and contact the most appropriate trade fairs for their product in order to make new contacts and get potential buyers for the product.

6.2 Possible and suitable trade fairs

Austropharm

Austropharm is a trade fair for pharmaceutical products and it is organized in Vienna once in every two years. Austropharm serves a comprehensive information and communication platform for both exhibitors and trade visitors. The fair includes sophisticated technical program and a wide range of products. (Austropharm, Date of retrieval 04.03.2014)

Gesund& Wellness

Gesund& Wellness is a largest wellness fair in Austria and is about living healthy life styles, health trends, health care and beauty. Exhibitors from eight different countries participate and present their best wellness and health trends. For the visitors delight there are workshops and stage performances as well each year. The next exhibition will be held in November 2014, the dates are yet to be decided. (Gesund& Wellness, Date of retrieval 04.03.2014)

GesundLeben

GesundLeben is one of the largest health fair in Austria. The fair is held annually and is well established for 13 years. Wide range of exhibitors takes part in the fair from different fields like health, wellness, nutrition, sports and fitness. The exhibition is ideal for good sales and successful follow up for the business by representing yourself to your existing and potential customers. (GesundLeben, Date of retrieval 04.03.2014)

GesundLebenMesse + Gesund&glücklich

This trade fair is organized by the company called KarntnerMessen which is principal organizer of trade fairs, exhibitions, seminars and conferences in Austria. The fair is about health, beauty, fitness and wellbeing for trade related audience and general public as well. The event takes place once a year. (GesundLebenMesse + Gesund&glücklich, Date of retrieval 04.03.2014)

Futura 2014

Futura is Austria's leading trade fair which is held once every year since last 15 years. The event is about innovative technologies in the areas of consumer electronics, electrical appliances, telecommunications, IT solutions, satellite technology and digital photography. (Futura 2014, Date of retrieval 07.03.2014)

Vienna sports world

Vienna sports world is one of the high profile fair events in Austria. Over 45000 sporting visitors came to the fair. More than 90 exhibitors participate in this fair. Every year thousands of new visitors visit this fair to get familiar with new products and latest offers to new innovative health care technology. Active and sports interested people are the main reason behind the success of the fair. Exhibitors from different fields of sports items, health care products, outdoor travel products, media and sporting event and many others small brands of different activities attend the fair. They arrange free coffee offer and product presentation to attract visitors to their stall. (Vienna Sports World, Date of retrieval 07.03.2014)

Spring Vital

Spring Vital is one of the multidimensional trade fair in Austria. This fair has a large number of exhibitors from different countries and many reputations based on previous exhibitions. Spring vital mostly focuses on convincing people regarding health, nutrition, sports and welfare. In this expo platform exhibitors get chance to introduce new innovation to interested visitors. An exhibitor has also shown different food items regarding nutrition. (Spring Vital, Date of retrieval 07.03.2014)

Festival of the senses Vienna

Festival of senses Vienna is an international trade fair that exhibits the latest and advanced product and services including therapies, medicine, relaxation techniques, wellbeing and health care products and all kinds of spiritual products. Exhibiting newly innovative medical products and the information many health care professionals gather in this expo to get and give more useful information which is needed for a better healthy life. Exhibitors provide enough information for the professionals so that they can adopt the product and technique. (Festival of the Senses Vienna, Date of retrieval 07.03.2014)

Familie and Brauchtum

Familie and Brauchtum is one the biggest event related to family traditions and sporting goods and recreations. The fair lasts three days and every day thousands of visitors come to the exhibition with their friends and family to get familiar with new product and information. Basically the expo exhibit anything related to family, health and tradition. As this exclusive expo, general people are very much interested to come and get experience. (Familie and Brauchtum, Date of retrieval 10.03.2014)

Freizeit Klagenfurt

Freizeit Klagenfurt fair focuses on Sports, travelling, cars, fitness and garden and is taking place since 1975 every year. Local and international companies participate in this fair with their new and innovative technologies. Thousands of health conscious people visit the show each year to get

introduced with different environments and to experience new products. (Freizeit Klagenfurt, Date of retrieval 10.03.2014)

7 CONCLUSIONS

The main purpose of the research was to find out different sales and distribution channels for the company ValkeeOyand also to find some trade fairs for health care technology in Austria. The company is hoping to target different market in Austria and with the help of this research it is expected that the company will be able to identify new partners and customers. The research also includes an overview of the market in Austria as well as the culture.

The case company profile and the product information have been included in the theoretical part because it is necessary for readers to know about the company and their operations. For the business purposes and for the sake of expansion to new market it is really important for any company to know about the values, culture and current political or social environment before entering. So the culture and PEST analysis are also the part of the research. Austria as a potential market has been discussed and the useful information have been given and highlighted which can be useful for the case company. Useful statistics have been included in the form of graphs related to Austrian current economy, business and trade freedom, Geert Hofstede comparison between Austria and Finland and average monthly sunshine hours in Austria over the year, which are useful for the need of Valkee bright light headset.

The objective of the research was to find different sales channels which can be useful for the company. So the main task of the research was divided into two major parts. The first part includes sales and distribution channels and the second part includes trade fairs for healthcare technology. Sales and distribution channels have been divided into six categories after carefully analyzing the possibilities according to the product suitability. All the categories have been discussed and then initially the companies related to each category were searched out. The best fit companies were filtered according to their suitability to the case company's product line, their size, business experience and operations and location. The second major part includes trade fairs for healthcare technology. All the trade fairs and exhibitions related to healthcare technology were found out. The best fit trade fairs were chosen and contact information of the organizer and the exhibition description were collected.

The requirement of the thesis was to have current information about the companies and the trade fairs. The quantitative research has been chosen to find out current information. All the

companies and the trade fairs are searched out through different internet sources. Most of the information was collected from the official websites, social media and different blogs about the companies. It was a hard work to find proper information because most of the official websites were in Austrian language. To overcome the language barrier, online translators were found out to be really helpful but not 100% reliable because there is no accurate translation all the time. Authors have not been to Austria so the practical information about the companies was impossible to get from any source other than internet. So authors have to rely on the internet sources and some of the selected companies might not be as effective for the case company as they are expecting.

The findings of the research were very interesting to authors due to the practical use of it. The research is found to be very useful for personal development in order to learn to start your business in new market. Especially what tools we might need and what prior information is necessary for any company to expand a business abroad. Authors selected suitable companies and gave the overview in the theoretical part while all the contact information provided in the appendices section. Authors are expecting that the research will help other companies that are willing to do business in Austria and it will provide at least some basic information to them. Authors are really hopeful that the hard work on this thesis will provide vital information for ValkeeOy to get partners and sales channels in Austria and expand their business in the near future for the long run.

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CONTACT INFORMATION

APPENDIX 1

Departmental Stores

Company Name: Interspar

Sales region: Austria

Street Address: Europa Strabe 3, A-5015 Salzburg Austria

Phone Number: +43 / 810/111 555

Email: office@interspar.at

Website: <http://www.interspar.at/>

Company Name: Metro

Product range : Wholesale store

Street Address: METRO Cash & Carry Österreich GmbH, Metro-Platz1, 2331 Vösendorf Austria

Phone Number: +43 1 69080 0

Website: <http://www.metro.at>

Company Name: SCS

Street address : Shopping City SUD, 2334 Vösendorf, Austria

Phone Number: +43169939690

Email: scs.centermanagement@unibail-rodamco.com

Marketing Manager: Romana Lanner

Email: Scs.marketing@unibail-rodamco.com

Website: <http://www.scs.at/W/do/centre/home>

Company Name: Donauzentrum

Street address : Wargramerstrase81, 1220, Vienna, Austria

Email: dz.centermanagement@unibail-rodamco.com

Phone Number: + 43 01 203 47 22 222

Website: <http://www.donauzentrum.at/>

Medical Technology and Healthcare Industry

Company Name:BoehringerIngelheim

Product Range: Pharmaceutical Company

Sales Region : Austria

Street Address: BoehringerIngelheim RCV GmbH & Co KGDr. Boehringer-Gasse 5-11, A-1121
Wien

Phone Number: (+43 1) 80105-0

Fax: (+43 1) 804 08 23

Website: <http://www.boehringer-ingelheim.at/>

Company Name:Kwizda GmbH

Company Name: KwizdaPharma GmbH

Product Range: Pharmaceutical wholesalers

Sales Region : Austria

Street Address: A-1160 Vienna, Effingergasse 21

Phone Number: +43 5 99 77 10-0

Fax: +43 5 99 77 10-260

Email: phwien@kwizda.at

Website: <http://www.kwizda.co.at>

Company Name:Jacoby Pharmaceuticals AG

Product Range: Pharmaceutical Wholesalers

Sales Region : Austria

Street Address: JACOBY Pharmaceuticals AG. Teichweg 2 A-5400 Hallein, Austria

Phone Number: +43 (6245) 8951

Fax: +43 (6245) 8951-68

Website: <http://www.jacoby.at>

Company Name:PharmosanHandelsgesmbH

Company Name: PharmosanHandelsgesmbH

Product Range: Pharmaceutical Wholesalers

Country of operation: Austria

Street Address: Ghegastraße 3, 1030 Vienna, Austria

Phone Number: +43 1811 82-0

Fax: +43 1811 82-140

Email: office@pharmosan.com

Website: <http://www.pharmosan.com>

Company Name: L.köglPharma GmbH

Street Address: A-6020 Innsbruck, Leopold 12-14 Austria.

Phone Number: +43(0)512/7271

Fax: +43(0)512/7271-70

Email: office@koegl-pharma.at

Website: <http://www.koegl-pharma.at>

Company Name: Baxter

Product Range: Pharmaceutical Company

Sales Region: Austria

Street Address: Baxter Healthcare GmbH Stella-Klein-Löw-Weg15, 1020 Vienna, Austria

Phone Number: +43 1 71120-0

Fax: +43 1 71120-2451020

Website: <http://www.baxter.at/>

Company Name: Saint Charles Apotheke

Street address: Gumpendorferstr 30, 1060 Vienna, Austria

Phone Number: +43 1 5861363

Email: service@saint.info

Website: <http://www.saint.info/>

Sports shops and gyms

Company Name: Sports Experts

Product Range: Sporting goods

Range of Customers: Online shop

Street Address: Hack Denninger Straße 14-16, 1140 Vienna

Phone Number: 05 7373 5640 00, 0 57373-101000

Email: manager.hadikgasseat@sportsdirect.com,onlineshop@sports-experts.com,
headoffice@sports-experts.com

Website: www.sports-experts.com

Company Name:Hervis Sports

Company Name: Hervis International

Product Range: Sporting goods

Sales Region: Austria, Germany

Street Address: Hervis sports and fashion mbHWalserBundesstraße 35,Walser federal road
35,5071 Wals5071 Wals,AustriaÖsterreich

Phone Number: +43 662 8964 0

Fax: +43 662 8964 3793 11

Email:office@hervis.at

Website: <http://www.hervis.at/home>

Company Name: Sport 2000

Product Range: Sporting goods

SalesRegion: Austria

StreetAddress: Zentra sport Austriae.Gen, Ohlsdorferstr road10 4694Ohlsdorf, Austria

Management: Dr.HolgerSchwarting

Phone Number: (07612) 780-0

Fax :(07612) 780-33

Website: <http://www.sport2000.at/>

Company Name:FitinnGmbh

Street Address: Edelsinnstrabe 4/3 stock, A-1120 Vienna, Austria.

Phone Number: +43 0 18902313

Fax: +43 0 18902313-50

Website: www.fitinn.at

Company Name:McfittGmbh

Sales Region: Chain in Europe and Austria

Street address : ZentraleDoningasse 12/2/5, 1220 Wien, Austria.

Phone Number: +43 12 9234 340

Email: info@mcfit.com

Website: www.mcfit.com

Electronic stores

Company Name:0815 online

Street address: Hirschengasse 10/Ecke, Liniengasse, 1060 Vienna, Austria

Phone Number: +43 1 89005310

Fax: +43 1 8900531-20

Email: info@0815.at

Website: www.0815.at

Company Name:Saturn Electro

Street address: Columbusplatz 7-8 columbus center 1100 Vienna, Austria

Phone Number: +43 1 60550

Email: kundenservice@saturn.at

Website:

www.saturn.at

Company Name:Mediamarkt

Street address: Landwehrstrasse 6 Huma- Center, 1110 Vienna, Austria

Phone Number: +43 1 76716200, 0820988333

Fax: +43 1 8900531-20

Email: kundenservice@mediamarkt.at

Website: www.mediemarkt.at

Company Name:Redzac, Franz hattinger

Street address: Schulgasse 6, 1180 Vienna, Austria

Phone Number: +43 1 544 53 46

Fax: +43 1 544 53 46-6

Email: hattinger@redzac.at

Website: www.redzac.at/hattinger

Company Name: Timetron

Street address: Pazamanitengasse 12, A-1020 Vienna, Austria

Phone Number: +43 1 21632800

Fax: +43 1 216 32 80 20

Email: first@timetron.com

Website: www.timetron.com

Company Name: Conrad

Street address: Hirschengasse 10/Ecke, Liniengasse, 1060 Vienna, Austria

Phone Number: + 43 0 50204040

Fax: +43 0 50204044

Email: lobundtadel@conrad.at, sales@conrad.at

Website: www.conrad.at

Airline industry

Company Name: Austrian Airlines

Service areas: Domestic flies to 6 destination and 82 international destinations in over 50 countries.

Phone Number: +43051766100, +4351766

Street address: Austrian Airlines AG, HR strategy, Office park 2, Postfach 100, 1300 wien-Flughafen.

Email: karriere@austrian.com

Website: www.austrian.com

Company Name: Intersky Airlines

Service Region: Europe

Street address: InterSkyLuftfahrt GmbH, Bahnhofstrasse 10A-6900 Bregenz, Österreich, Austria.

Phone Number: +43 5574 48800 46

Fax: +43 5574 48800 8

Email: corporate@flyintersky.com

Website: www.flyintersky.com

Company Name: Tyrolean airways

Service Region: Europe

Street address: Tiroler Luftfahrt GesmbH, Furstenweg 176 A-6026 Innsbruck, Austria

Phone Number: 0043-(0) 5 1766 3000

Website: www.tyrolean.at

Hotels and tourism

Company Name: Hilton hotels and resorts

Company name: Hilton hotels and resorts

Local Name: Hilton Vienna plaza

Service area: Austria and worldwide

Street address: Schottenring 11, A-1010, Vienna, Austria.

Phone Number: +43 1 313900

Fax: +43 1 3139022009

Email: info.viennaplaza@hilton.com

Website: www.hilton.com

Company name: Intercontinental hotels and resorts

Local name: An intercontinental city hotel

Service area: Austria and worldwide

Street address: Johannesgasse 28, 1030 Vienna, Austria.

Phone Number: +43 1 711220

Website: www.ihg.com

Trade fairs

Exhibition Name: Austropharm

Description: Trade fair for pharmaceutical products

Website: <http://www.austropharm.at/>

Venue: Messezentrum Wien (Vienna Exhibition Centre) Messegelände Wien, A-1021
Vienna, Austria

Phone Number: +43 1 727 20 208

Fax Number: +43 1 727 20 195

Event Date: 24-26 April 2014

Organizer: Reed Exhibitions MesseWienMesseplatz 1, 1021 Wien Austria

Phone Number: +43 (0) 1 727 20-0

Fax Number: +43 (0) 1 727 20-443

Website (Organizer): <http://www.messe.at/>

Exhibition Name: Gesund& Wellness

Description: Fair for health, healthcare, wellness and fitness

Website: <http://www.cmw.at/index.php?id=320>

Venue: Messezentrum Wien (Vienna Exhibition Centre)Messegelände Wien,A-1021
Vienna,Austria

Phone Number: +43 1 727 20 208

Fax Number: +43 1 727 20 195

Event Date: November 2014

Organizer: Messezentrum Wien (Vienna Exhibition Centre)Messegelände Wien,A-1021
Vienna,Austria

Phone Number: +43 1 727 20 208

Fax Number: +43 1 727 20 195

Exhibition Name: GesundLeben (Healthy Living)

Description: Healthy live fair

Website: <http://www.gesundheitsmesse.at/ne07/?pn=6270024>

Venue: MesseWels,Messeplatz 1 4600 Wels, Austria

Phone Number: +43 (0) 7242 / 9392-0

Fax Number: +43 (0)7242 9392 66451

Event Date: November 2014

Organizer: WelserMesse International GmbHMessehaus, 4601 Wels ,Austria

Phone Number: +43 (0)7242 9392 0

Fax Number: +43 (0)7242 9392 66451

Exhibition Name: GesundLebenMesse + Gesund&gluecklich

Description: Health, Beauty, fitness and wellbeing

Website: <http://www.kaerntnermessen.at/messe/>

Venue: KlagenfurterMesse,BetriebsgesellschaftmbHMesseplatz 1,A-9021 Klagenfurt am
WörtherseeAustria

Phone Number: +43 463 56800-0

Fax Number: +43 463 56800-28

Event Date: 14-16 November 2014

Organizer:KlagenfurterMesse,BetriebsgesellschaftmbHMesseplatz 1,A-9021 KlagenfurtAustria

Phone Number: +43 (0)463 568000

Fax Number: +43 (0)463 5680028

Exhibition Name: Futura 2014

Description: consumer electronics, household technology telecommunication

Website: <http://www.futuramesse.at/>

Venue: Messezentrum Salzburg (Salzburg Exhibition Centre)Am Messezentrum 1, A-5020
Salzburg, Austria

Phone Number: +43 662 434566 0

Fax Number: +43 662 437580

Event Date: 18-21 September 2014

Organizer: Reed Exhibitions SalzburgAmMessezentrum 6, A-5020 Salzburg,Austria

Phone Number: +43 662 4477-0

Fax Number: +43 662 4477-161

Exhibition Name: Vienna sports world

Description: sports items, health care products, outdoor travel products, media and sporting events

Organizer: Vienna city Marathon Marketing and vertriebsGmbHGußhausstraße 21/19, 1040,
Vinna,Austria

Venue: Messewien exhibition and congress center, Vienna, Austria.

Street address: Messeplatz 1, Postfach 277, Vienna, Austria

Event Date: Vienna sports world 11 and 12 April 2014.

Type of exhibitions: Every year

Phone Number: 0820/990912,

Email: info@viennasportsworld.at

Exhibition Name: Spring Vital

Description: Health, nutrition, sports and welfare

Organizer: Arena Nova Betriebsgmbh

Venue: Arena Nova

Street address: Rodolf Diesel-str.30, Wiener Neustadt, Austria

Event Date: 25 and 27 April 2014.

Type of exhibitions: Every year

Phone Number: 02622/22360-0

Website: www.arenanova.com

Exhibition Name: Festival of the senses Vienna

Description: Therapies, medicine, relaxation techniques, wellbeing and health care product and all kinds of spiritual products

Organizer: ARGE Festival de sinne

Venue: Airo Tower Hotel Wien Oberlaa

Street address: Kubadstrasse8, 1100vienna, Austria

Event Date: 17 and 18 May 2014.

Type of exhibitions: Every year

Phone Number: +43 1 2807627

Website: www.festivaldersinne.info

Exhibition Name: Familie and Brauchtum

Description: Family traditions and sporting goods and recreations

Organizer: Klagenfurt Fair Company

Venue: Klagenfurt Exhibition Centre

Street address: Kubadstrasse 8, 1100 vienna,Austria

Event Date: 15 -17 Nov 2014.

Type of exhibitions: Every year

Phone Number: +43 463 56800-0

Email: office@kaerntnermessen.at

Website: www.kaerntnermessen.at/messe/die-familie-78.php

Exhibition Name: Freizeit Klagenfurt fair

Description: Sports, travelling, cars, fitness and garden

Organizer: Klagenfurt Fair Company

Venue: KarnterMessen Klagenfurt

Street address: Messeplatz 1, A-9021, Klagenfurt am Worthersee, Vienna, Austria

Event Date: 11-13 April 2014.

Type of exhibitions: Every year

Phone Number: +43 463 56800-0

Email: office@kaerntnermessen.at

Website: <http://www.kaerntnermessen.at/messe/freizeit-79.php>