

ONCE  
UPON A  
TIME IN  
**AMERICA**

A stylized graphic of the American flag, featuring a white star on a dark blue field and red and white stripes, set against a red background. The graphic is composed of several overlapping, semi-transparent shapes that create a sense of depth and movement.

# WHO WE ARE

Is your brand ready for expansion? Are you ready to impact the highly covered U.S. market? It takes more than just a good idea to navigate the Atlantic and drive brand awareness in the States. At Gershon Consulting, our sophisticated team of industry professionals can help companies realize their goals. Every successful entrepreneur knows that great businesses are as equally concerned with what is sold, as well as where it is sold.

Gershon Consulting offers businesses “one-stop” shopping with turnkey comprehensive solutions, as well as customizable media and branding programs, and access to tailored strategic partnerships. Led by Olivier Attia, the Gershon Consulting team has extensive experience and a proven track record taking businesses to the next level... on both sides of the Atlantic. Gershon Consulting executives possess the desire and the “know-how” to facilitate and add value to a wide range of businesses.

Gershon Consulting’s value proposition is supported by a 360° service platform focused branding, communications, marketing and sales. Our U.S. strategies are designed to turn the idea of expansion into commercial success.



# WHAT WE DO

**Gershon Consulting** supports our clients' objectives from their commitment to expand to the U.S.A. market to the first expenditures.

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## **Pre-Launch Strategy**

We act as a guide on your project to help shape your go-to-market strategy prior to entering the U.S.A. market.

- *Handle Administration of Governmental Paperwork*
- *Provide tailored market studies*
- *Business Plan & Strategy Development*
- *Brand development and Design Services*

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## **Upon Arrival in the USA**

We act as a partner to help you get your U.S.A. operations up and running in an efficient manner.

- *Provide advice and solutions for your Company on all facets of business*
- *Develop strategic relationships & Suppliers/Customers*
- *Develop & Execute your Marketing Plan.*

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## **Continued Support & Growth In US**

We act as a service provider to help grow your U.S.A. operations

- *Exploration of new Business Opportunities*
- *Human Resource services*
- *Headhunters to identify valuable employees*





# WHY THE U.S.A

## **Why should you expand your business to the United States of America?**

For many French and Euro based companies, access to the U.S.A. market is vital to the successful business development and overall growth. To date, 2.600 French subsidiaries have launched their business in the U.S.A. and 120.000 French citizens reside and work in America.

By leveraging France's world renown reputation for excellence and quality, with U.S.A. tremendous market potential, Gershon Consulting clients understand that the U.S.A. is a perfect place to further develop their businesses.



# WHY TODAY

**With a GDP of USD 14 600 billion in 2011, the United States of America stands as the world's largest national economy. The federal government and private industries both act as major buyers in the private market.**

After three difficult years, the U.S.A. economy shows very positive signs of recovery and domestic consumption rose to a historic high level of 10 trillion dollars again. With a population of over 300 million and growing, U.S.A. large pool of consumers can be structured into very diverse demographic layers spread out over 50 states.

Besides these intrinsic economic assets, companies located in the U.S.A. benefit from numerous positive externalities such as:

- *An economy exposed to cutting edge technology: America is generally considered at the forefront of technological advances - especially in the fields of computer science, medicine, aerospace and military*
- *An educated and highly skilled workforce: thanks to a top-tier educational system and elite universities, America's labor force stands as a worldwide reference and attracts numerous businesses into the territory*
- *Current favorable regulatory environment to small and medium-sized businesses: The flexibility of the U.S.A. market is an attractive feature when facing product development, plant expansion or downsizing decisions*
- *An abundance of information available to companies: top-level market research, industry publications, statistics and studies are great tools to support your business strategy.*



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