



# Test Market

## Your objective

Before investing in the French market you wish to know how French clients will perceive your product/services. You want to evaluate your offer and adapt it to the market's expectations.

## Our solution

Our team will organize a test market which will:

- Identify your target French buyer/audience;
- Prepare a report which will detail the way your product/service may be perceived by targeted buyers.

## The service

After studying a questionnaire previously answered by your business our team will:

- Select and validate a list of potential French prospects;
- Draft your business proposal in French;
- Send your translated proposal and your business sales documentation to vetted prospects;
- Follow-up, through phone calls and emails, to collect feedback from selected prospects;
- Draft and submit a final report which will include the list of businesses previously approached. This report will contain the name, address, website, phone number and email of every business prospect as well as their comments on your product/services.

In addition, BtoB meetings with previously approached potential clients could be arranged through a prospecting mission (on-line/on-site).

### Service Fees:

250€ EOT per meeting for a maximum cost of 1,000 € EOT regardless of the quantity of meeting executed.

### WHO IS THIS FOR?

Overseas businesses or business partners, International Chambers of Commerce, Export/Import entities, Commercial departments of embassies, Trade Unions, Ministries of international affairs

### MODALITIES

Bespoke service requiring 4 to 6 weeks of preparation.

### RATES

3200€ EOT

### CONTACT

WTC Paris Ile-de-France, Networks and Partnerships Department DGA  
CCI International Paris Ile-de-France  
[wtcparis-ile-de-france@cci-paris-idf.fr](mailto:wtcparis-ile-de-france@cci-paris-idf.fr)