

Welcome to

SCHAABNER·CONSULTING

marketing·solutions



We are your contact, whenever you

- Are looking for possibilities on how to keep competitive with your products, brands, or services despite crises and short budgets
- Are looking for possibilities, on how to dedicate more time and care to “best-sellers” whilst the rest-product range generates more revenues
- Would like to take a look beyond one`s own nose and industry to find new profitable ideas and business concepts.

We offer competent support for strategic marketing positioning or brand management. We offer our services project-based, as an external marketing-consultancy, or as Interims Manager in marketing.

Your motives for support by SCHAABNER-CONSULTING may be various but they have one thing in common:

You think long-term and then strengthen the desire to master the crisis! Let`s act now to be fit for tomorrow!

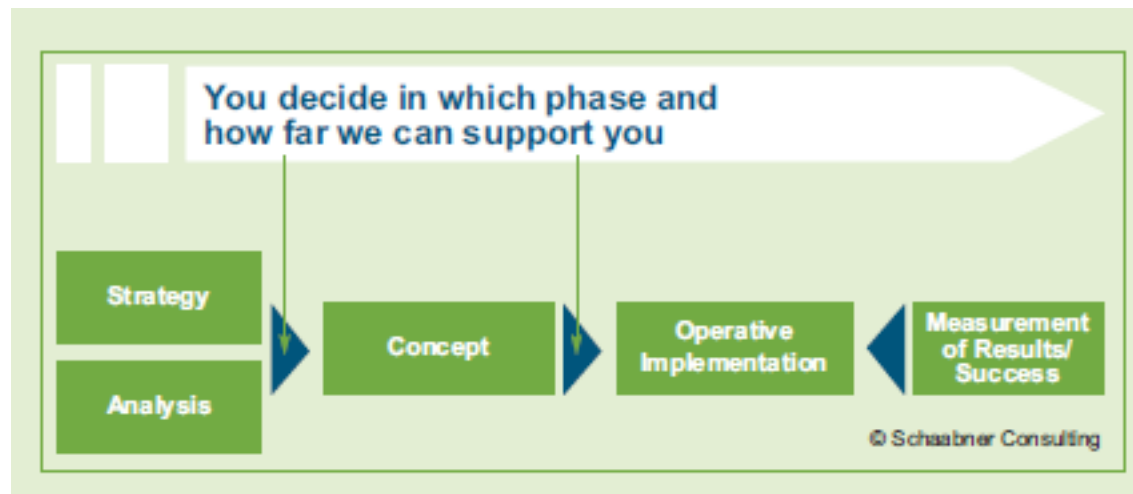
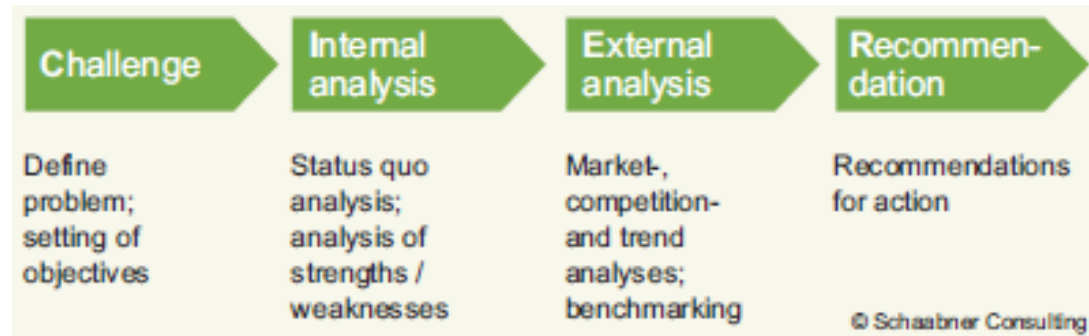
About us



SCHAABNER-CONSULTING

- SCHAABNER-CONSULTING offers strategic marketing-consultancy for industries, medium-sized businesses, and selected freelance-professionals. In close collaboration with the client we develop individual solution- and implementation-strategies which match exactly to the client`s objectives, needs, and market situation.
- Furthermore we also support you in the implementation-phase and development of marketing concepts and detailed action plans, which can be operationally realized by our excellent team of experts .You decide how far we assist you in the process!
- Our marketing-consultancy offer includes not only tasks from the “classic” marketing-field but it also consists of adjacent areas like sales-coaching, media-training, and PR-services. Beyond that you may use SCHAABNER_CONSULTING as an interims management-solution, if human resources in your marketing & communication division are temporarily low in numbers.
- We try to understand exactly what moves our client so that we are able to anticipate market trends as a competent sparring-partner and to enable the client to react to changes in adequate time. This capability could be gained by our well-founded branch- and marketing-know- how, which is the result of long-term practical experiences.

How do we consult?



SCHAABNER-CONSULTING is committed to the PEP-principle

P for Professionalism– we work with a pool of highly qualified experts.

Each expert appointed by us has many years of well-founded and successful know how in their business-field . On top, he/she features a professional work function which allows the realization of time-plans.

- This combined expertise allows you to acquire experts of your particular branch, who understand your needs. Additionally, you may choose to gain know how of surrounding branches to explore new ways.

We established and cultivate contact with national and international decision-makers in entrepreneurship, economy, media, and sciences. This enables us to gain our own overall picture of the particular situation or of the current opinions..

E for Excellence – we will not be satisfied, until you are satisfied.

We understand excellence

- as an analytical, well-founded performance combined with creative strategies, which leads to gainful, pragmatic solutions.
- our wish is to generate measurable and sustainable added-value.

Thus, excellence very often evolves from a mental flexibility which allows us to think “outside the box”.

P for Partnership – Your objectives are our objectives!

- **Identification;** We totally identify ourselves with each project given to us, no matter how comprehensive or important it is. We act accordingly to the motto “ Think global, act local”.
- **Confidence:** We would like to act as a trustworthy partner at your side.

This means that each project step is carried out in close coordination with the client. If desired, we can conduct workshops with all project members. These workshops are used to assure that all participants share the same level of knowledge so that a solution approach can be established which is supported by everyone for a successful implementation.

- **„Customer first“:** We know, the client comes first.
- **Confidentiality:** We are committed to high confidentiality for our clients.

Founder

The founder of SCHAABNER-CONSULTING is Cornelia von Schaabner.



Motivation and concept

In founding SCHAABNER-CONSULTING Cornelia von Schaabner was driven by the idea to create a marketing consultancy in which ex-branch insider changed from the inside-company to the consultancy side in order to establish a unique consultancy: consulting by practical experience! The concept speaks for her. It prevents frictional losses in the co-operation and helps ensure that the same “language” is spoken between client and consultant.

Education

- Study of business administration at the Universities of Gießen, la Sorbonne/Paris, and the LMU/München with the graduation as Diplom-Kauffrau with special focus on:
 - marketing
 - Strategic business management
 - Communication sciences
- Trainer and business coach
- Additional education in pharmacology, graduation as geprüfte Pharmareferentin (certified pharmaceutical consultant)
- Education in naturopathic studies

Business experience

- More than ten years marketing experience in leading marketing and sales positions in well-known companies with international background
 - in the health care industry (e.g. Boehringer Ingelheim, Sanofi Aventis)
 - in the luxury-goods-industry (e.g. Cartier)
 - in the touristic-industry (Société des Bains de Mer)
 - in the media industry (e.g. KirchMedia)
- Several years of sales experience in health care (Schwarz Pharma)
- Assistant Professor with lectures in “Sales-, Customer- & Service-Management”, “Trade Marketing”, and “Luxury Marketing”
- Special knowledge in the pharmaceutical-, optical- and mass market (drug stores, health food shop, and food retailing)
- Market research–projects for Roland Berger consultancy

Pool of Experts



To us lean, flexible structures are important. At the same time we are eager to offer the best expertise to our clients, Therefore, we work with a network of freelance-experts. This assures, that

- only those experts who are necessary are involved in this special definition or phase of the project.
 - the costs remain clear and fair
 - your budget is preserved
 - we can revert to excellent (branch)-experts
-
- marketing consultants
 - graphic designers/web designers
 - writers/journalists
 - market researchers
 - coaches/trainers
 - pharmacists/ physicians/alternative practitioners/cosmeticians

When admitting, all experts in our pool, we have taken care that they adhere in their way of work to the standards imposed by the PEP-principles.

Of course, we are always happy to work together with your already existing service provider.

Fields of competence



The basis of successful consultancy is the detailed knowledge of the relevant business branch. Therefore SCHAABNER-CONSULTING applies the relevant branch-expert in each project. The following core-branches have been established:

- **HEALTH CARE**
- **FOOD**
- **COSMETICS**
- **TEXTILE- and FASHION-INDUSTRY**

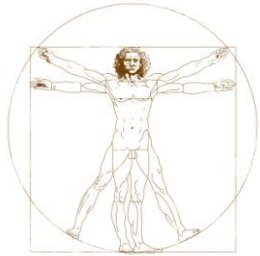
Besides these branch focuses, we also offer special expertise regarding these target-groups:

- **CHILDREN - MARKETING**
- **BEST- AGER Marketing**

Furthermore consultancy projects in other branches are always constitute a welcome addition. Sometimes clients particularly desire the know how from the above mentioned branches in order to transfer this knowledge to its own business branch. By these means new, exceptional ideas can be developed.

Overall, we stick to our mission to evolve brands from products/services and let them grow.

Health Care



The health care sector continues to be a growing market. But unlike others markets, it is characterized by regulatory specifics .which make it necessary to involve health care experts in a consultancy project.

There are few other markets that are exposed to such numerous legal changes. Therefore it is a core capability of a health care company or service provider to react particularly quickly and flexibly to the changing circumstances.

SCHAABNER-CONSULTING` s services support

- **health care industry**
- **health care professionals**
- **private and public health care institutions**

Health care industry

We are happy to support you in the following fields:

Health care industry & pharmaceutical wholesaler



- pharmaceutical industry
 - prescription-bound pharmaceuticals (RX)
 - prescription-free pharmaceuticals (OTC)
- homoeopathic remedies
- food supplements
- medical devices

Health professionals and health care institutions

We have also specialized on these specific professionals and institutions in health care and offer services for them:



- **Alternative practitioners**
- **Physicians**
- **Pharmacies**
- **Pharmacies affiliate groups**
- **Internet pharmacies**
- **Public and private hospitals**
- **Self-help groups**

Here are some examples of situations in which SCHAABNER-CONSULTING can support you and can develop marketing- or communication concepts for you: *Your wish is to open a medical/naturopathic practice or pharmacy and to acquire enough patients!*

You have an already existing, medical/naturopathic practice and your wish is to gain more patients!

You have founded a self-help group and your wish is to generate a high publicity and relevant co-operations in order to finance the group activities!

You are a decision-maker in a hospital and your wish is to promote the image and to increase the publicity of the hospital.

Branded companies or future branded companies



We are delighted to be able to support you in these fields:

- **COSMETICS**
 - natural cosmetics
 - cosmeceuticals
 - decorative cosmetics
 - nurturing cosmetics
- **FOOD & Beverage**
 - functional food
 - food and beverages
- **FASHION**
 - Womens wear
 - Organic wear
 - Apparel/Lingerie

- **Branded companies or those who would like to become branded**

Service Portfolio



- We are your competent partner concerning all strategic marketing-questions. If you wish for any additional help in the operative phase, we will assist you with the relevant expert from expert pool. Our marketing/communication-expertise includes B2C- as well as B2B-target group approach.
- We work for you as either an external marketing consultancy or an interims marketing manager..
- Experienced sales & communication trainers and media coaches can strengthen the verbal and non-verbal expression-skills of your sales team or assist you in the preparation of important meetings with the press or television.
- We offer our services locally, nationally and internationally.

Interims Management



Your challenge/ Your needs

- Failures caused by illness, short-term personnel releases, maternity leave, gaps within the bridging of vacancies – in short: You face personnel shortage and need quick and competent help!
- You wish to give more attention to the “old best sellers” in your rest-product range in order to donate more time to the potential best sellers, but the necessary time resources are lacking.
- Your daily business consumes most of your time. In consequence, you cannot focus on strategic projects with the desirable efforts.
- You represent an aspiring company which does not have its own marketing-department because it prefers not having marketing employees on its pay-roll. Nevertheless, from to time to time you need an experienced marketing expert within a fixed time period.

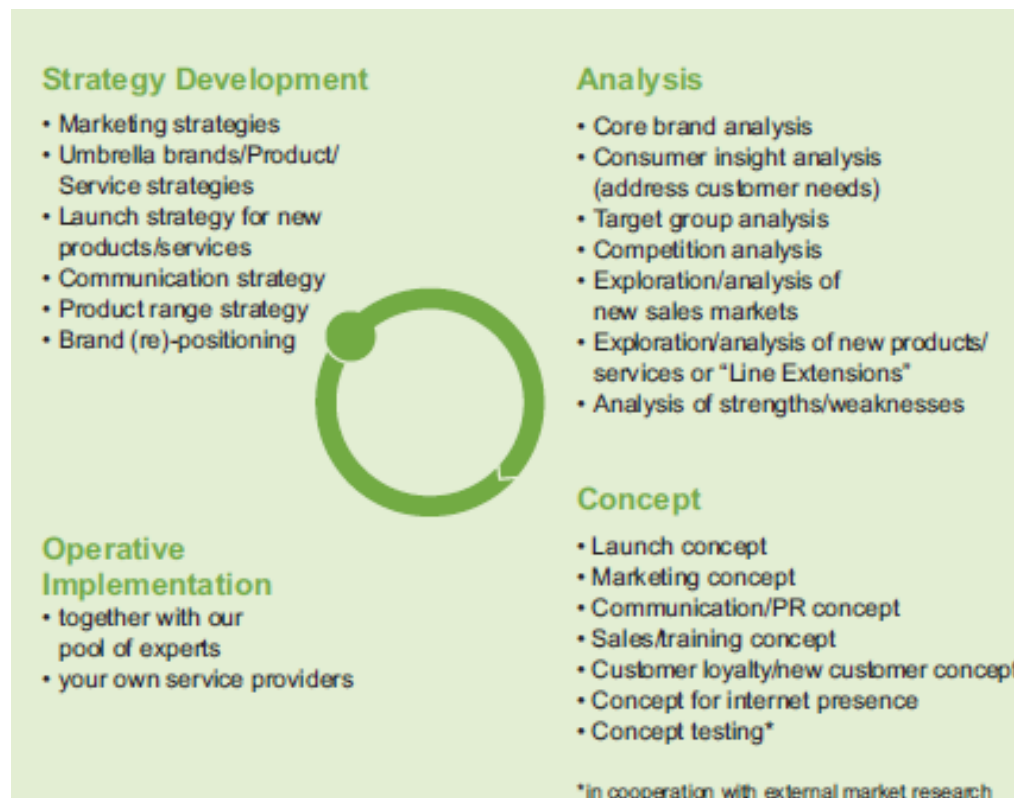
Then marketing-interims management might be the solution for you:

- ✓ Quick help on demand
- ✓ Flexible assignment of marketing- professionals
- ✓ Fair prices without fixed-costs

Marketing – a colourful spectrum of tasks

Our clients contact us with a wide variety of tasks and assignments. They are as colourful and various as the challenges our clients see themselves confronted with.

The assignments of task, with which our clients confront us, are varied as well as the challenges which our customers counteract.



Media/ Public relations



The public opinion and the opinion in the media nowadays play a key role concerning either:

- the image-buildup of a company, product or service.
- or the product/services- sales

Therefore the right handling of the media is an important factor for success.

Since the keen sense of handling the media is not something acquired at birth, we support you regarding

- **press releases**
- **production of radio and TV-PR-news**
- **media-training**

by involving our expert pool.

Media-Training is especially valuable for people who would like to make themselves fit for live public appearances and who would like to be sensitized to the dangers and interview-techniques. You can learn the secrets of skillful handling of the media from a well-known media-professional with long-term experience as a TV-news anchorman as well as a TV- and radio moderator!

Coaching/Training



Exercise makes a master... never before has long-time learning been so valuable as it is today!

Therefore we support you together with our expert pool with these tools:

- **training**
 - sales training
 - acquisition-training
 - workshops
- **coaching**
 - presentation-coaching

If a spanner happens to be thrown in the works, so that nothing goes forward or backward, we can gently refer to our experienced business mediators in our network.

References



Long-term experience in marketing and sales especially in the following projects:

Strategy

- product range strategy for contact lenses and caring products
- launch strategy for a new caring product, introduced to the German, Swiss, and Austrian market
- launch strategy for a children`s multivitamin-product
- launch strategy for an acid-base-remedy
- launch strategy for a derma- product
- re-launch strategy for a medicine for improved circulation
- repositioning strategy for an OTC-product against heartburn
- launch strategy for a herbal tea to combat colds and for a herbal cough remedy
- umbrella strategy for a herbal tea

Analysis/ Market Research

- concept test for various product launches and for new product ideas in the food and pharmaceutical business
- core brand analysis for various pharmaceuticals and food supplements
- print, radio, and TV-pre-tests* to check the advertising impact of various brands
- consumer-insight analysis for various communication concepts

Concepts

- internet-presence for various brands
- cooperation-concept with the IBS self-help group and a gastric remedy
- sell-out-concepts for various brands of the health care and luxury-goods business
- direct marketing concepts for various brands
- PR-concepts for various brands and services
- training-concepts for salesforce, pharmacists, pharmacy sales team, and physicians

Trainings

- salesforce-training for various products
- sell-out-trainings for the pharmacy's sales team

Children-marketing

- launch concept for a vitamin-syrup for babies
- direct-mailing-concept with the target group paediatricians

* in cooperation with external market research

Our contact details

Are you interested in our services? We look forward to your enquiries!

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SCHAABNER-CONSULTING is located in heart of Alt-Schwabing next to the English Garden and near to the u-station Münchner Freiheit.

IMPRINT

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