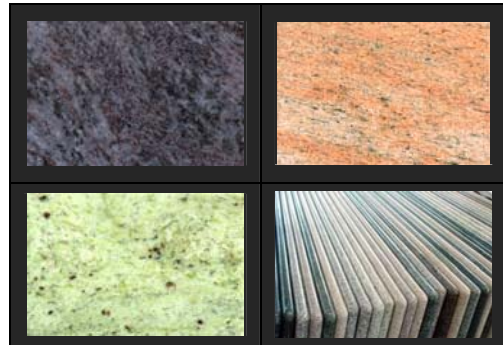


Case Study

Abyss

Abyss is a UK based company, Indian owned, that has a successful business importing granite from India. Large slabs of polished granite in various colours for the kitchen worktop and bathroom market are shipped from India to several wholesalers in England. The granite is extremely high quality and individual slabs are inspected at the quarries and approved by Abyss own staff on the ground as perfect.



In 2008, Abyss decided to investigate the Central European market for granite and to decide on the feasibility of offering similar products in the region. Alpha was commissioned to support this process and carried out the following work:

- Identification of market potential in the Czech Republic, Poland and Slovakia
- Study of potential competitors and partners
- Provision of key cost and operational information
- Preparation of various options for entering the market with recommendations
- Advice on implementation



Abyss decided to commence operations in the Czech Republic with a partner, Slivenec, the leading supplier of marble in the region. Alpha set up the contacts, negotiated the contracts and acted as Abyss representative.

Alpha is now retained as Abyss representative in the region.

For details of Abyss see www.abyss-group.com

For details of Slivenec see www.mramorslivenec.cz

To see how Alpha can assist you to gain business in Central Europe, contact Mrs. Evzenie Bymova at evzenie.bymova@alpha.cz or see www.alphamc.com