Albasoft

Company *Albasoft*, founded in 1991 in Singapore, is selling its products in the highly competitive segment of economic software (it provides analyzes of different business aspects of the company and compares it with other companies within the same segment that have registered for this product – form of an on-line benchmarking). Over the years the company has developed from a former-classmates-project to a large software company that has annual sales more than 100 million USD and programming/sale affiliates in more than 20 countries around the globe. The programming positions have been staffed based on worldwide hiring campaign with people from 15 countries with different cultures.

Many of the products of the company are protected with patents. Every year the company follows the principle of spending at least 5% of the value of its turnover on research and innovation. Since the products are non-tangible, there are close to zero costs connected with the distribution of the products. The company is using the advantage of large marketing teams to promote its sales. There is also the need to have many lawyers specialized in software and counterfeiting, because especially some developing countries are trying to regulate the software distribution. Although the company was found in Singapore, the headquarters is officially in Cayman Island to reduce the tax burden.

CP manufacturing

Company *CP manufacturing*, based in Munich, Germany, specializes mainly in manufacturing of parts for car production and belongs to the biggest companies in this industry (part of the business is the production of special machines that are used to dispose of the car clunkers). During the years, as the car production has expanded in number of units produced and also to new countries, it has managed to build new and large production facilities in South-East Asia (mainly China), Latin America and Russia. In China and in Russia the company had to set up cooperation with local firms to comply with local legal systems. In Latin America the number of production places had to be reduced because of the situation in Venezuela. The incentive to go to these markets was to access new markets and to reduce the cost for labor force and raw materials, since they can be found in those locations. Few years ago the company also went through a consolidation process, in which it reduced the number of its suppliers from 25 to 8. The transport of products (either to other facility in order to continue in production process or to a final customer) follows on trucks owned by the company, by train or in containers by ship.

Despite the fact that the production facilities are in various countries, the managers always come from Germany. The management is aware that many customers still react to the “made in Germany” sign and the B2B marketing teams put a lot of effort to market it. For this year the company plans to start the preparation works for an investment in the USA, which will be financed with a credit from a consortium of large banks.