

OUTCOME REPORT

Customer Basis Facts

Organization	Location	Industry	Dr. SAND & PARTNER Business Sales Consultant
Miele & Cie. KG	Güthersloh	Consumer Goods	Mr. Matthias Falk

Customer Summary

Miele is a German manufacturer of high-end domestic appliances, commercial equipment and fitted kitchens. Miele has been an independent family-owned company since its establishment in 1899 and is equally committed to its owners, employees, customers, suppliers, the environment and society.

During the business year 2014/2015, which ended on 30 June 2015, the company achieved a sales volume of €3.49 billion. This corresponds to an increase of €267 million or 8.3 per cent. In its home market of Germany, the company grew by €53 million to €1.03 billion (plus 5.4 per cent).

At present, Miele is represented in 47 countries by company-owned sales organisations and in about 50 additional countries via importers. Continuous development and improvement are the basis of all business activities at Miele. The numerous prizes and awards that Miele has received are proof that this is a successful strategy for Miele.

Management members: Dr Eduard Sailer, Dr Stefan Breit, Dr Markus Miele, Olaf Bartsch, Dr Reinhard Zinkann and Dr Axel Kniehl.

Decision Makers / Buying Center

Name	Position	Department	Telephone	E-Mail
Mr. Volker BacXXX	Deputy Production Manager	Production	05241 / 89 36XX	volker.bacXXX@miele.de
Mrs. Frauke WalXXX	Head Electronics Procurement	Purchasing	05241 / 89 12XX	frauке.walXXX@miele.de
Mr. Matthias KöcXXX	Development Manager	Research / Development	05241 / 89 42XX	matthias.koecXXX@miele.de
Mr. Thorsten ZieXXX	Head of Test Engineering	Testing (Electronics)	05241 / 89 50XX	Thorsten.zieXXX@miele.de

Appointment

Name	Date	Time (CEST)	Type	Notes
Mr. Thorsten ZieXXX	20.Apr 2016	10.00 am	Conference Call	Presentation reference projects required
Mrs. Frauke WalXXX	20.Apr 2016	10.00 am	Conference Call	Presentation reference projects required

Communications History (between Miele and Dr. SAND & PARTNER Business Sales Consultant Mr. Matthias Falk)

Name	History
Mr. Volker BacXXX	WT (2.2.16): introduction value adds and products; WT (3.2.16): written summary sent;
Mrs. Frauke WalXXX	WT (4.2.16): introduction value adds and products; WT (4.2.16): written summary sent; WT (12.2.16):appointment set
Mr. Matthias KöcXXX	WT (4.2.16): introduction value adds and products; WT (4.2.16): written summary sent; WT (18.2.16):appointment set
Mr. Thorsten ZieXXX	WT (5.2.16): introduction value adds and products; WT (8.2.16): written summary sent