

## Situation

A French, VC funded, laser manufacturer specialized in femtosecond lasers wants to make 50% of their revenue in the US within 3 years. In order to achieve this goal, they need to start a subsidiary in the US. **Objectives:** 50% of his whole sales realized in the US.

## Challenges

- Plan adequately the subsidiary creation: market potential, budget, resources
- Creation a subsidiary within budget and deadlines given; recruit the 1<sup>st</sup> employee
- Manage the subsidiary's operations without hiring additional employees

## Solutions

- Preparatory phase: performed market evaluation, assisted in budget creation and in workforce related issues, such as: hiring strategy, offer package, employee cost
- Coordinated the US subsidiary creation: guided customer, identified and managed expert service providers, put in place operations infrastructure: accounting system, bank account, financial reporting, logistic procedures, accounts receivable, account payable, employee's payroll and benefits
- Hosted and managed entirely the subsidiary's first operations

## Results

- ➔ The customer relies on Hubtech21 for complete outsourcing of their subsidiary operations management
- ➔ The sales manager was able to focus on his job, which enabled him to sign his first deal in two months, and a \$300,000 sales after only four months
- ➔ The subsidiary's first year of operations proved to be aligned with revenue projections and below expected cost
- ➔ The customer considers Hubtec21 as a trusted long time partner and an extension of its own operations

# CONTACT

# SERVICES

- ✓ Setup of US subsidiary
- ✓ Hosting of US subsidiary
- ✓ Dedicated phone number
- ✓ Private office space with access to conference rooms
- ✓ Subsidiary management
- ✓ Set up of payroll and benefits
- ✓ Set up of bank account, accounting and financial reporting
- ✓ Accounts receivable
- ✓ Accounts payable
- ✓ Logistics coordination

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# CLIENTS



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