



Launch — Poland compared with Czechia

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88 % from month 1, no temporary staff · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The Polish figures come from the records of the 2025 launch**; the Czech figures are the expected ones, calculated on the existing register.

The comparison, month by month

Measure	Poland, month 1	Poland, months 5-6	Czechia, month 1
First-reply time	3 days	Under 10 minutes	4 minutes
Enquiries handled end to end	34 %	71 %	88 % expected
Human reinforcement	2 temporary staff	2 temporary staff	None

What explains 88 % from the first month: the 312 reference articles are already there, and **94 % of a new market's questions already exist in the register of the**

other nine. A new market does not invent its questions.

What the launch frees up

Element	Poland	Czechia
Hours of the 16 staff spent on first level	640 h	0
Use of those hours	—	Supporting Czech resellers
Reading	—	The only work that sells appliances

The figure to track from month one

Indicator	Previous quarter	Quarter followed	Result
Reseller and installer enquiries handled the same day	61	340	—
Enquiries that produced an order	—	96	€214,000

Calendar proposed: open Czechia at the same time as the monthly review of specifics, so the new market manager walks into a meeting that already exists. **The only launch that goes off the rails is the one handled separately.**

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