

- There has been a former working group dealing with the image of Langenhagen, where the main positive and negative sides of the city have been identified. There was an agreement that the landscape outside the densely built areas is wonderful, that there is a great potential in the activities of sport in it. Additionally there is a long but quite unknown history of Langenhagen dealing with horses. This gives the opportunity to build upon activities well installed in Langenhagen where inhabitants and tourists are attracted – these activities and events will be supported and made better with the focus of smes to enlarge their range of buyers.

- Identification of the target groups has been done and listed: (riding) associations, politicians, farmers, entrepreneurs, administrations. The focus lies on inhabitants and tourists with good income that are willing to spend their money on high quality items.

- Langenhagen performed no (new) analysis, since the brand “Pferdestärken” is so obvious and clear. They chose to focus on one subject.