



Company Profile

Market research & intelligence specialists

Full service market research agency, B2B experts

Our approach

- ✓ Fully comprehend our clients' needs and use our broad experience and consulting skills to suggest most effective research solutions
- ✓ Providing extra value to our clients by proactive and pragmatic approach

Team value

- ✓ Experienced and dedicated team: 3 senior marketing consultants (1 with more than 12 years of experience) and 5 research executives & junior consultants
- ✓ Extended fieldwork capabilities: 1 fieldwork manager, 6 regional fieldwork coordinators, 4 project managers, nationwide network of ~ 1,000 active interviewers
- ✓ Memberships: ESOMAR (full compliance of our research methodologies with the international code of marketing and social research practice), SCIP (Society for Competitive Intelligence Professionals)



Our capabilities

Variety of project types and research methodologies

Market research

Usage and Attitudes
Customer Satisfaction and Loyalty
Brand Awareness and Advertising Research
Potential / Lapsed Customer Analysis
Market Segmentation Research
Audits
New product development and product testing
Positioning vs. Competition and Benchmarking
Employee Satisfaction and Motivation
Pricing Research

Business intelligence

Sector Studies
Market Entry Studies
Sales / Sector Forecasts
Mystery Shopping
Company Profiling
Industry / Market Profiling
Intelligence Tracking
Supplier Screening
B2B Sales Leads Generation
Due Diligence Support

Consulting

Marketing strategies & plans
Marketing information systems
Assistance for promotion and advertising activities
Business plans
Feasibility studies
Finance raising assistance
Identification, evaluation and selection of local partners / acquisition targets

Methodologies

- ☑ Face to Face (PAPI, CAPI) • CATI (phone) • On-line
- ☑ In-depth Interviews • Focus groups • Observational
- ☑ Desk research • Semi-structured interviews
- ☑ B2B • Consumer • Expert

Credentials

Solid experience in a broad range of markets in Romania

Researched sectors & key markets

Constructions & building materials • Cement •
Wall building • Insulation • Adhesives • Flooring
• Road bitumen

Financial services • Leasing
• Retail & Corporate banking

FMCG • Tissue Paper • Wine • Sugar • Dairy • Edible oil

IT&C • Mobile and fixed telephony •
Internet and data transmissions • Software development
• Passive network components

Plastics • Plastic packaging • Technical polymers

Transport • Passenger transportation
• Courier service • Road haulage

Automotive • Spare parts • Minibuses

Agriculture • Crop production • Machinery

Energy efficiency • Tourism • Healthcare
• White & brown goods

Some of our clients



Your market research partner

Win-win collaboration with dynamic & reliable professionals

Key benefits of working with us

- ☑ Analysis and reporting done by highly experienced consultants, with strong research skills but also with marketing consulting capabilities
- ☑ Data collection accuracy: up to 100% checking in quantitative studies / depth or semi-structured interviews conducted by experienced senior consultants in order to maximize outputs
- ☑ One of the best professional teams in B2B and industrial market research
- ☑ Extensive experience in local markets research
- ☑ Highly flexible, over-delivery and dedicated approach

Contact

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