



Real knowledge and enhanced understanding of markets, customers, competitors as well as environment issues is the start up to develop a sustainable and well supported commercial strategy, minimizing unpredictable and costly business risk occurrence. The current business dynamism requires conducting periodical cost effective and valuable market studies and analysis to support appropriate and timely business decisions. Our research methodology is mainly based on open and explorative personal interviews; learning, interpreting and validating qualitative and quantitative market indicators and conditions, procuring a reliable analysis and conclusions. Our offering considers two report flavors, adapting to your needs, called Basic Market Report and Standard Market Report.

Contents	Market Research Report	
	Basic Report	Standard Report
Macro economic indicators	✓	✓
Industry structure & regulatory issues	✓	✓
Market size and trends	✓	✓
Competitors & potential partner overview	✓	✓
Competitive situation analysis		✓
Customer profiling & market segmentation		✓
Distribution chain assesment		✓
SWOT on market finding		✓
Critical success factors		✓
Customer references & interviews		✓

Also, market evaluation services related with new business as well as new product & features launching are highly recommended to support right decisions addressed to develop or stimulate existing markets.

### **BENEFITS:**

- Minimizing business risks and eventual financial losses is a clear competitive advantage leveraging your profitability and image in today's markets.
- Periodical reports following market trends building up key competitive information to anticipate your competitors and taking advantage of in country business opportunities.
- Availability of valuable and well defined deliverable market report, offering a cost effective solution to different business needs.