



PRO
CONSULTING®

MAKE EFFECTIVE DECISIONS THAT BASED ON MARKETING RESEARCH.

IT HELPS:

DEVELOP:

- ▲ Strategy to increase the share of existing business
- ▲ New business launch plan
- ▲ Justification for obtaining funding

INDICATE:

- ▲ Products and services in demand
- ▲ Consumer portrait
- ▲ Effective sales channels
- ▲ Competitive prices
- ▲ Ways to attract customers
- ▲ Position relative to competitors

ANALYTICS AND MARKETING RESEARCH:

Analytical market research is a product that allows you to form a strategy for the development of your company in the market.

The research includes structured information resulting from:

- *Analysis of trends, factors of influence and problems of market development*
- *Calculation of market indicators; analysis of production, foreign trade and consumption in dynamics*
- *Analysis of competitors, their segments, market shares and the level of competition*
- *Consumer analysis in B2B, B2C, B2G segments, both offline and online*
- *Research of sales channels and product promotion, their advantages and disadvantages*
- *Structural research tools (SWOT, PESTEL, 5 porter forces and others)*
- *Analysis of internal and external risks and opportunities (building a heat map of risks)*
- *Making forecasts of market development and recommendations for development in the market*

ANALYTICS AND MARKETING RESEARCH:

You can also get an abbreviated version of in-depth research to optimize time and cost in one of the following formats:

Market passport – is a research format in which you will receive key information about the market for making tactical decisions in the medium term. The structure of the market passport is based on an in-depth research plan with as much volume reduction as possible without losing the importance of the information.

Market overview– is an operational summary of key information about the market to obtain initial conclusions for the prospects for the development of the direction in a short period of time. It is an auxiliary tool that helps to track operational changes in the market.

MARKETING RESEARCH (all types)

Thanks to the results of marketing research, you will be able to:

- Define the **target audience** of consumers
- Estimate the **potential demand** for goods or services
- Calculate the **level of customer satisfaction** or needs for a particular product
- Examine the **strengths and weaknesses** of competitors
- Find out **how consumers react** to competitors' marketing tools
- **Compare prices, assortment, level of representation** in retail outlets

QUALITATIVE

Focus groups
*(own room or
online)*

In-depth
interviews

Expert polls

QUANTITATIVE

CATI surveys
(own call center)

Face-to-Face

Internet-polls

CONDUCTING TELEPHONE POLLS (own call-center)

Pro-Consulting has its own call center, which will provide you with high-quality marketing tools at all stages of work

SERVICES

- CATI telephone polls (*determination of the target audience portrait, consumer journey of brand awareness and health, NPS-polls*)
- Sociological and political polls
- Mystery Caller
- Updating databases and calling clients

BENEFITS

- Individual development of project parameters
- Wide coverage of the sample and territorial boundaries of the study
- Low cost compared to face-2-face and online surveys
- Possibility of 100% quality control of operators' work
- Analytical processing of results

DEVELOPMENT OF A MARKETING STRATEGY AND A BUSINESS DEVELOPMENT STRATEGY



Implementation support and strategy updating



Brand book development



Media plan with promotion budget



Strategy development: goals and ways to achieve them



Analysis of the strengths and weaknesses of competitors



Information about market

A marketing strategy is an action plan aimed at increasing the sales and profits of a company.



ELECTRONIC BASE "MARKET ANALYSIS"

The Market Analysis electronic database is a collection of structured analytical and statistical information from more than 2,000 information sources. The database includes more than 75,000 reviews in various areas.

You'll get:

- *The most convenient and understandable structured information on the markets of Ukraine and the world*
- *Daily replenishment with new topical reviews*
- *Convenient search by keywords and categories*

It will be useful for:

- *Specialists of the Department of Lending and Risks in Banks*
- *Marketers and analysts*
- *Middle and senior managers*
- *Business owners and investors*



OTHER COMPANY SERVICES

Investment analysis

- **Market investment attractiveness analysis.**
- **Investment risks analysis.**
- **Effective asset use concept** (land, real estate and other assets)
- **Franchising Consulting**
- **Export consulting:** analysis of promising exit countries and development of an export strategy

Financial consulting:

- **Business plan** according to international standards: UNIDO, TACIS, EBRD
- **Financial model** - a calculation model for assessing the economic and investment attractiveness of your business idea.
- Full **economic and investment** assessment of a business project or an operating business.



20

years on the market

800

clients

2700

prepared reports

75 000

reports in database

PRO
CONSULTING[®]
MARKET ANALYSIS. FINANCIAL CONSULTING

- Ukrainian consulting company in the field of analytics, marketing market research, strategic consulting and business planning
- Member of **Ukrainian Marketing association** since 2005
- Member of **ESOMAR** - an international association of marketers and research companies that sets the standards for marketing research
- Member of **EBRD's Business Advisory Services Program (BAS)** since 2010, which main task is to help in developing small and medium-sized businesses in Ukraine to implement various strategic and marketing goals
- Associated member of «**Consulting Companies Association**»
- «Consultant of the Year - 2011» - winner of the Gabriel Al-Salem International Award

We are the part of **Pro Capital Group** investment holding

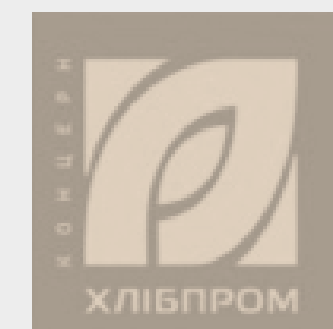
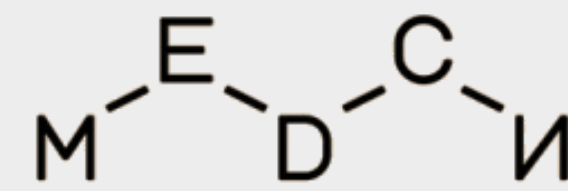
Pro-Consulting

Pro Capital Asset
Management

Pro Capital
Securities

Pro Capital
Investment

OUR CLIENTS



PRO CONSULTING®



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