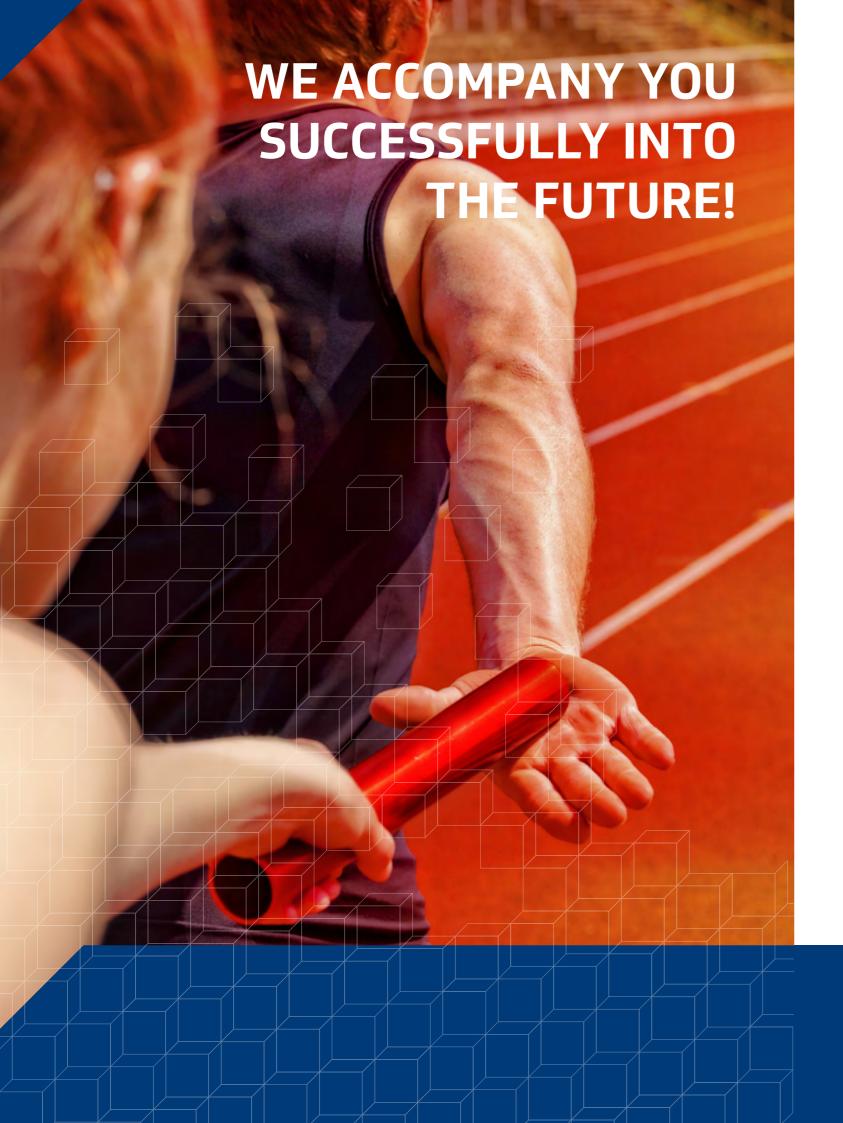


We have the right instruments



★ Competent consulting and market research

Partnership with added value!

Your questions

- You like to know how your target group, customers and employees work and how you can ensure future success, customer satisfaction and customer loyalty?
- You have many approaches and knowledge in different places in the company, but no uniform overall picture?

Our answers

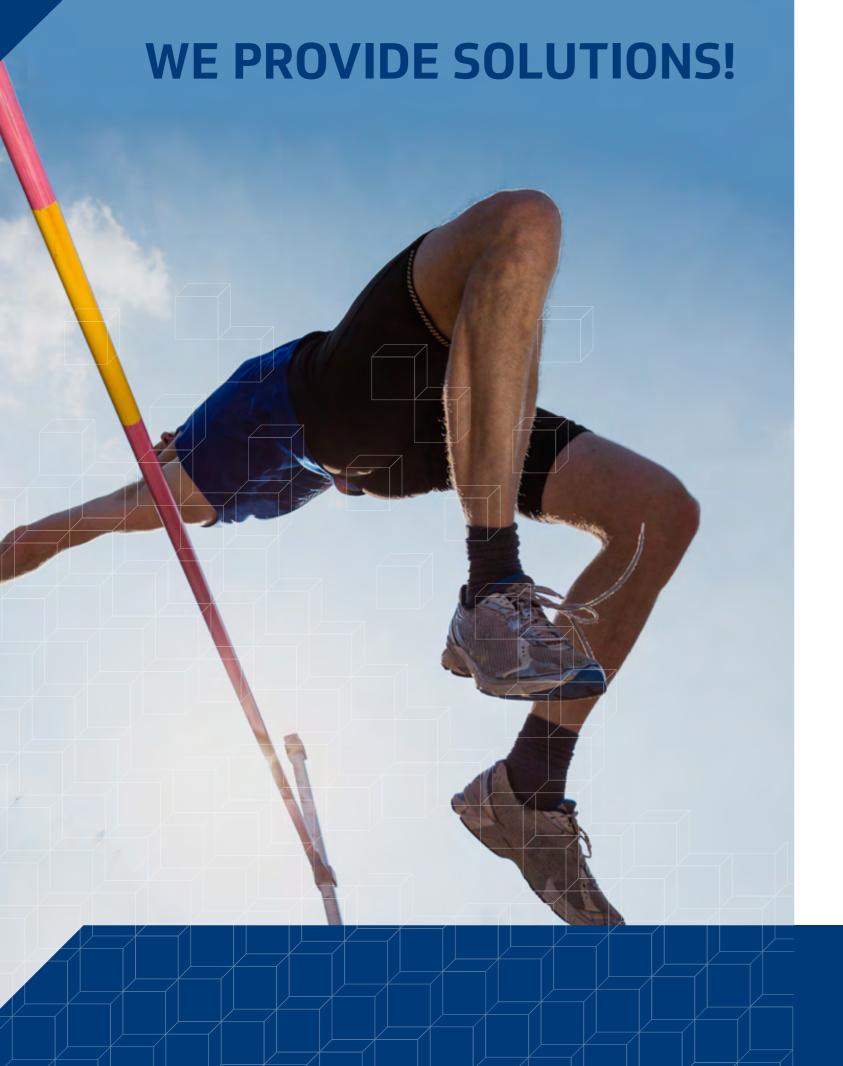
- Together we create your knowledge map and put together the required information.
- We support you professionally during the choice of suitable and appropriate instruments and at the execution.
- Appropriate strategies and operational implementation ensure your sustainability.



Knowledge creates competitive advantage!

Reliable answers – Professional implementation





→ Sustainability

You set the course!

Individuality

• Tailor-made solutions bases on your initial situation

Functionality

• Practical and pragmatic implementation of the results

Ability to compete

• Best practice for your company and your brand

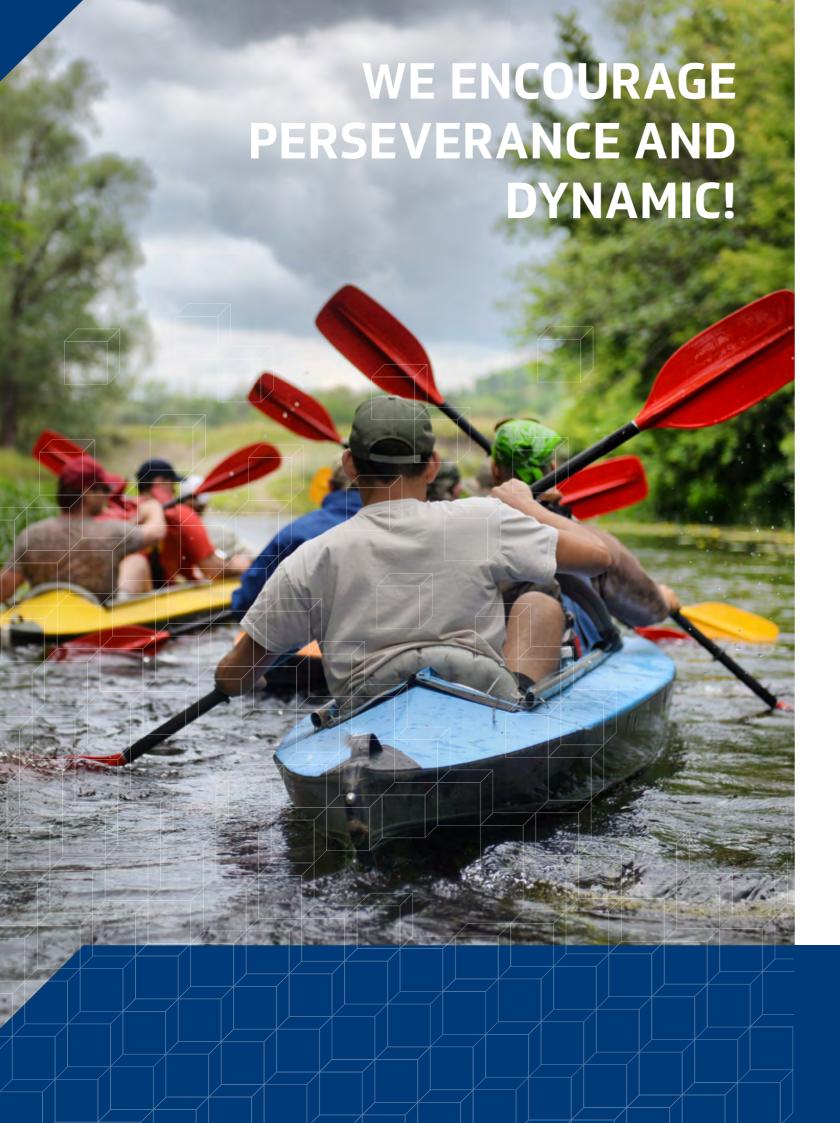
Lasting success

• Monitoring the effect of your campaigns and measures



Meet challenges together!

Basic understand for future issues



★ We provide insights - trends - understanding of the market

Our focus topics as guidelines!

Insights

Knowledge and understanding of the target groups that represent your business success:

- Customers
- Potential customers
- Employees
- Senior management

Trends

Changes and developments that are vital for your plans and actions: We help to recognise trends and to make the change.

Markets

Innovative products and services, structures, competition and potentials - decisive for your marketing success.



Orientation and perspective in changing markets!

Understand content, trends and markets



→ Our services

In Focus: Pragmatic implementation!

Market Research

Quantitative market research

- Surveys of customers, employees, managers
- Visitor surveys
- Open and hidden test purchases

Qualitative market research

- Group discussions
- Content analyses
- Explorations and in-depth interviews
- State-of-the-art apparatus procedure

Analysis

- Customer typologiesMarket segmentation
- Forecast models
- Driver analysis

Consulting

- Change management
- Management development
- Brand-building and management
- Competition monitoring
- Cockpit: Dashboard for managers and marketing
- Topic-specific seminars and workshops
- Marketing management and development



Market Research - Analysis - Consulting: Based on your questions!

Solution-oriented consulting





→ Your contact person

We are looking forward to you!





Visit us online at









