



research **intelligence** consulting  
in **Central & Eastern Europe**





# Introduction

For almost 15 years, **MARKETiN CEE** has been providing complex **market intelligence, consulting** and **support** for **market entry, business development** and **competitiveness enhancement** in **Central and Eastern Europe**.

Through **market research, competitive intelligence, strategic consulting** and **tactical support**, we help identify, assess and **leverage opportunities** and **mitigate risks** related to **markets, industries** and **companies** in the region.

**From intelligence and advisory support** for **planning** and **decision-making** down **to hands-on assistance** during their **in-market implementation**, our team and a wide network of local experts will help you **develop your business** in CEE.



# Purpose

We serve as a "**navigation through the CEE**" and a **one-stop-shop** for **risk and opportunity identification and analysis** as well as for **business development advisory and support** in this region.

Based in the heart of CEE region, our **team of seasoned consultants & analysts** supports clients' decision-making by **providing knowledge and insight on local markets, industries and companies**. While our unrivalled extensive **network of local experts & consultants assists on the ground** with successful market entry or further business development.

Our networks, methodologies and technologies allow us to be very **effective and flexible!** We also seek to foster **transparency** and **professionalism** in CEE.



# Solutions & capabilities

## Market Research

- Strategic Market Research
- Marketing Survey & Analysis

## Competitive Intelligence

- Strategic Competitive Intelligence
- Business Intelligence

## Early Warning & Monitoring

- Strategy Radar™
- Online Competitor Tracking

## Management Consulting

- Strategic Planning Consulting
- Marketing Audit & Advisory

## Business Matchmaking

- M&A Target Search
- Business Partner Search

## Market Entry Assistance

- Direct Investment Management
- Sales & Marketing Support



# Most wanted services

## Market Research

- ➔ Strategic Market Research
  - *Location Search & Benchmarking*
  - *Market Analysis*

## Competitive Intelligence

- ➔ Strategic Competitive Intelligence
  - *Competitive Analysis*
- ➔ Business Intelligence
  - *Reputation Background Check*
  - *Pre-Employment Screening*

## Business Matchmaking

- ➔ M&A Target Search
  - *Acquisition Target Search + Due Diligence*
- ➔ Business Partner Search
  - *Distributor Search*
  - *Strategic Implementation Partner*
  - *Components Sourcing*

## Market Entry Assistance

- ➔ Sales & Marketing Aid
  - *B2B Leads Generation*

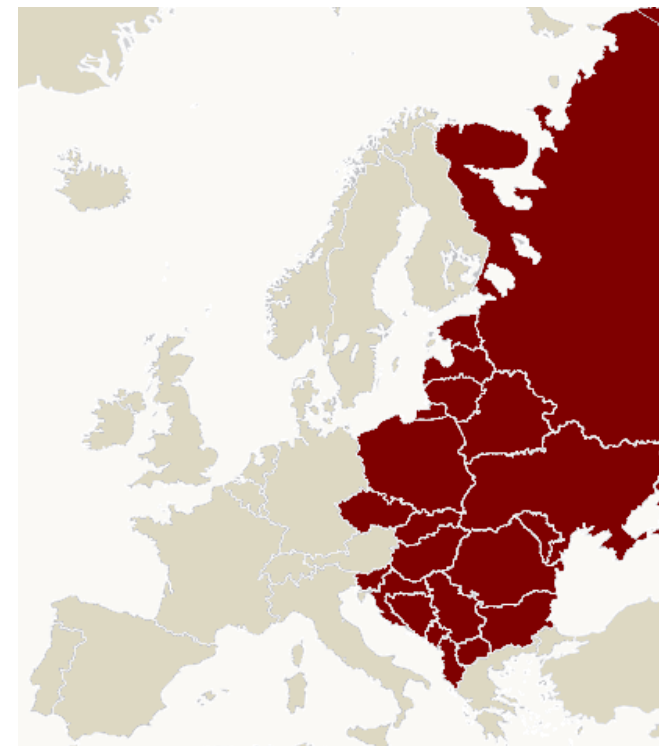




# Markets covered

Thanks to our network of local experts and partners, called **CEERICA** - *Central and Eastern European Research, Intelligence and Consulting Alliance*, we cover the following CEE markets:

- **Central Europe:** Slovakia, Czech Rep., Poland, Hungary, Austria, Slovenia,
- **Baltics:** Estonia, Latvia, Lithuania,
- **Balkans:** Romania, Bulgaria, Croatia, Serbia + Kosovo, Bosnia-Herzegovina, Albania, Macedonia, Montenegro,
- **Other CEE Countries:** Turkey, Belarus, Moldova, Ukraine, Russia, etc.





# Industries served

Though assisting clients from **various industries**, MARKETiN CEE has most experience in serving companies both from:

**manufacturing sectors:**

&

**service sectors:**

- Electronic and Electrical Equipment
- Industrial and Commercial Machinery
- Fabricated Metals
- Petrochemicals
- Automotive
- etc.

- Transport & Logistics
- Healthcare & Pharmaceuticals
- ICT,
- Real Estate,
- Energy,
- etc.



# Clients







# Testimonials

MARKETiN CEE *“provided a business market research report which was competitively priced and well targeted at the subjects and points required. The report has proved to be of good use and I will not hesitate to use their services again.”*

Director, **a medical device business consultancy**, U.K.

*“We are very satisfied with the market study you provided. ... Thanks a lot for all your efforts and the excellent work.”*

Sales Manager, **an automotive supplier**, Germany

*“The best Slovak CI-Services House in terms of product value, flexibility and network quality.”*

Chief Business Intelligence Analyst, **a Central European investment company**, CEE



## Contact us



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