



Drive of creation

# Market Analysis



# Our Approach

We do not perform typical research that is suitable for any company in the industry. We do not sell ready-made reports. We adjust our research according to the client's specific business tasks.

Precise information  
collection that is  
valuable for our Client



Counter inspection  
and data verification  
from different sources



Useful findings and  
worth-while ideas for  
your business  
development



# Work Directions

<b>Demand analysis</b>	<b>Consumers</b>	<b>Marketing strategy / Entry strategy on Russian market</b>
Market tendencies	Market segmentation	Competitors analysis
Market volume	Typical consumer portrait	Optimization / development of products and brands portfolio
Benchmarking of foreign markets	Key factors of decision making	Positioning and pricing
Demand and sales forecast	Demand generative factors	Optimization / development of distribution and promotion systems

# Market Analysis Stages



# When can we be helpful to your business?

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**You need to assess potential of a new product or market segment and get up-to-date experts' opinions**

**You are planning an ambitious investment project and the cost of mistake is extremely high!**

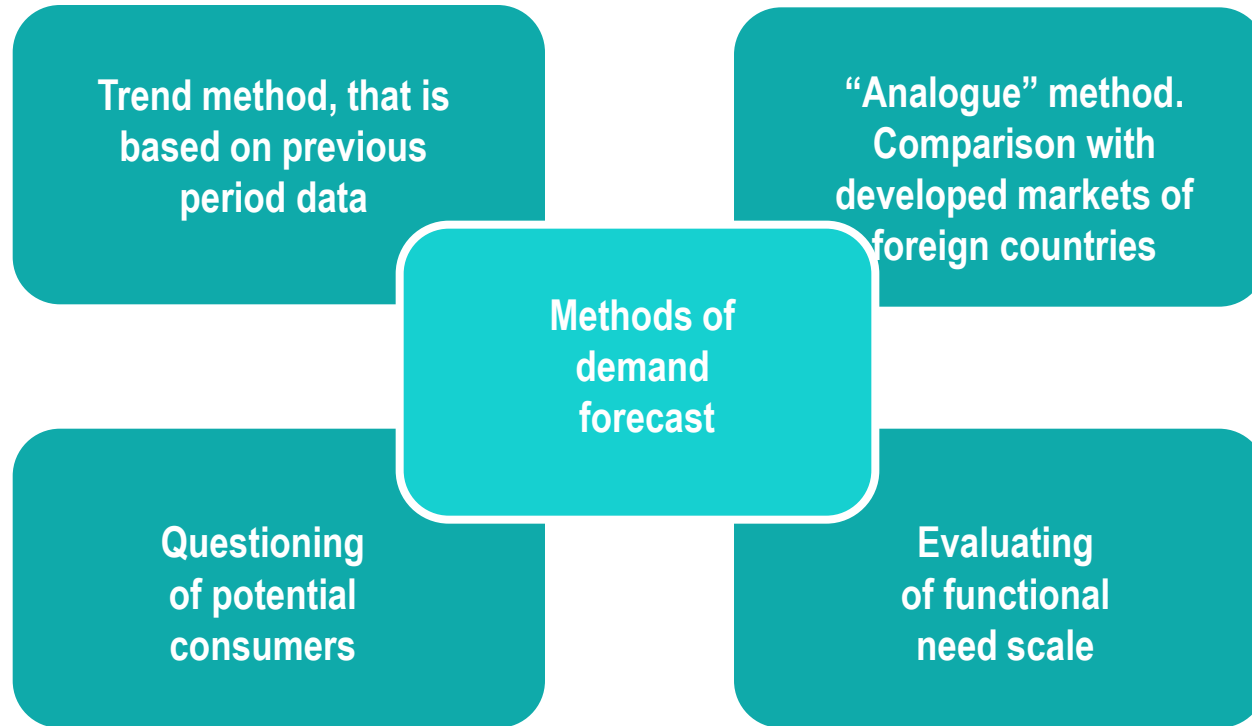
**You need to estimate the size of specific market niche or segment that is very specific and hard to assess**

**The main task for you is to assess the market in the future especially when it is constantly changing**



**You want to gain success on chosen market!**

**We aim at combination of several forecast methods**



# Role of Consultants in the Project

## Expert Aspect

Task setting

Determination of work order, formulation of key questions and tasks for each stage

Expert examination of Client's materials

Interviews with foreign and Russian experts: competitors, consumers, distributors, branch experts

Analysis of information from public sources and use of internal information resources

Forecasting with application of different methods

## Process Aspect

Formulation of development priorities, goals and tasks jointly with Client


Share of methods and conducting with teaching seminars about methodical questions relating to analysis and forecasting

Result of work considers opinions of interested parts and it will be openly discussed in the Company (including intermediate results)

# Characteristics of Our Approach


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## **Systematization and integration**




As we see our role in marketing research is systematization of information bulk that is available in the Company according to the task, as well as analytical work over the most complicated questions, on which there are not enough information in the Company. We stand as integrator, that allows to use both internal resources of the Company and consultant abilities in the most optimal way in order to ground management decisions.

## **International experience**



Russian market is growing dynamically, but it can't be considered out of world tendencies context. We use international practice for construction of market development forecasts, for optimization of business configuration, for positioning of the Company on the market. Often analysis of foreign markets organization or opinion of foreign branch experts allow managers and owners to look at their business and its prospects with fresh glance.

## **«Immersion into environment»**



In order to understand quickly up-to-date tendencies of quickly changing markets, we actively attract Russian and foreign branch experts as well as work with large amount of foreign information sources. Characteristic feature of projects is depth interviews with key producers, distributors, consumers, representatives of branch associations.



# ALT R&C – representative of GIA in Russia & CIS

- ALT Research & Consulting is representative of Global Intelligence Alliance in Russia and CIS
- Global Intelligence Alliance group is international company specialized in strategic market intelligence and consulting
- GIA Group has 12 offices on 4 continents and together with associated members and certified research partners it covers more than 100 countries

## GIA offices



## Among GIA clients



# Our Clients



## Some of performed projects

- Russian market of energy-saving technologies for European Bank of Reconstruction and Development ([www.ebrd.com/index.htm](http://www.ebrd.com/index.htm))
- Russian market of industrial diesel engines for Volvo Penta AB ([www.volvo.com/volvopenta](http://www.volvo.com/volvopenta))
- Russian market of cargo autotransport for Volvo Trucks ([www.volvo.com/trucks](http://www.volvo.com/trucks))
- Peat briquettes and pellets for Alternative Fuel Resources (part of Halcyon Advisors - [www.halcyonadvisors.com/en](http://www.halcyonadvisors.com/en))
- Bricks market of Moscow and Saint-Petersburg for Pobeda LSR (the biggest Russian brick producer, part of industrial-construction group LSR - [lsr.ru/en](http://lsr.ru/en))
- Russian and world market of chemical innovative products for Sibirsky chemical industrial complex
- World market of gas-cylinders, tool joints and drill pipes for Orsky machinery plant (part of TMK - [www.tmk-group.com](http://www.tmk-group.com))
- Market of birchen veneer in Russia, Europe, USA and Asia for United Panel Group ([www.upgweb.com](http://www.upgweb.com))
- European market of fabrics and home textiles for Linum Group ([www.linum.ru/main\\_uk.htm](http://www.linum.ru/main_uk.htm))
- Market of countryside recreation in Leningradsky region
- Russian market of milk and dairy products (kefir, cottage cheese, cheese, sour cream, butter) for one of the top 5 dairy plants in North West region
- Women clothes market in Russia for Melon Fashion Group ([www.melonfashion.ru/eng](http://www.melonfashion.ru/eng))
- Russian market of terry products for middle-class for company Polytex
- Russian market of milk, beef and vegetables for one of the biggest Russian agrarian holding
- European and American market of motorcycles for Ural Motorcycles plant ([www.ural.com](http://www.ural.com))

Industrial markets research (B2B)

Consumer markets research (B2C)

# THANK YOU FOR ATTENTION!

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