

GfK BH d.o.o.

GfK. Growth from Knowledge
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GfK grupa je vodeća globalna kompanija za istraživanje tržišta (prva pozicija u CEE, treća u Evropi, četvrta u svijetu). GfK grupu sačinjava preko 115 podružnica i filijala u 90 zemalja svijeta sa oko 9.300 zaposlenika.

Suština usluga GfK grupe jesu poslovne informacije koje čine osnov znanja neophodnog industriji, maloprodaji, uslužnom sektoru i medijima radi donošenja poslovnih odluka. Klijenti GfK svoj uspješan marketing oslanjaju na korištenju istraživačkih usluga: lokalno, nacionalno, regionalno i međunarodno.

GfK BH d.o.o. Centar za istraživanje tržišta i javnog mnijenja od svog osnivanja u proljeće 2004. pruža usluge

tržišnih istraživanja: „ad hoc istraživanja“ (robe široke potrošnje, trajna dobra, financije, telekom, automobilska industrija, društvena i industrijska istraživanja) i „kontinuirana istraživanja“ (panel kućanstava – Consumer Scan – s posebnim analizama npr: sociodemografska analiza, Brand Health Check, Brand Switching, Brand Duplication, Buying Frequency, CatMan analiza, segmentacija kupaca).

GfK BH jedina je domaća agencija za istraživanje tržišta, koja kao punopravna članica internacionalne istraživačke grupacije, ima pristup svim inovativnim licenciranim metodama i iskustvu GfK grupe. Od posebno razvijenih licenciranih metoda za podršku marketingu izdvajamo samo neke koje se tiču analize marke, a koji su uspješno provedeni i na bh tržištu: GfK Navigator® - model razvijen za segmentaciju i identifikaciju tržišnih mogućnosti; GfK Target® Positioning – model razvijen za ispitivanje privlačnosti tržišne marke i njene snage; identificira dimenzije imidža i strateške

snage; pruža konkretne indikatore za pozicioniranje i repozicioniranje marke; GfK HILCA® - Conjoint model za evaluaciju i optimizaciju koncepta kompleksnih proizvoda i usluga.

GfK BH sa 11 zaposlenika i timom iskusnih istraživača (prosječno 10 godina iskustva u oblasti tržišnih istraživanja, univerzitetsko obrazovanje iz socijalnih znanosti - psihologija, žurnalizam i ekonomija...), mrežom od 800 anketara u cijeloj BiH, 15 koordinatora u većim gradovima, studiom za grupne diskusije i telefonskim (CATI) studiom omogućava brzo, kvalitetno i učinkovito zadovoljenje potreba klijenata.

Inovacije i napredak u istraživačkoj industriji su oduvijek bile osnova rada GfK BH te osiguranje klijentima da dobijaju rezultate koji im omogućuju pravilne marketinške odluke.

The GfK group is a leading global company for market research (poled first in CEE, third in Europe, fourth in the world). It's comprised of over 115 subsidiaries and branches in 90 countries world wide and has around 9,300 employees.

The GfK group mainly provides business info which is essential for industries, retail sale, service sector and the media in bringing crucial decisions in their field of business. It's client's success is based on using the market research that GfK provides on a local, national, regional and international level.

The GfK BH d.o.o. Center for market research and public opinion was established in spring 2004 and since then has been offering market research services: "ad hoc research" (consumer goods, durable goods, financial, telecommunication, auto industry, social & industrial research) and "continuous research" like Consumer Scanning and also analysis like: social and demographic analysis, Brand Health Check, Brand Switching, Brand Duplication, Buying Frequency, CatMan analysis and buyer segmentation.

GfK BH is the only national agency for market research, which as a fully pledged member of international research, has access to all innovative and licensed methods and experience of the GfK group. Of the few developed and licensed methods of market support concerned with the analysis of brands, that were successfully carried out on the market in Bosnia and Herzegovina; we will mention the most important. These are: GfK Navigator®, a model created for the segmentation and identification of market possibilities; GfK Target® Positioning, a model for analysis of market

GfK Growth from Knowledge

Auguste

A new dimension in growth? Impossible? Visions of Europe? Is nothing impossible today? Want to grow? Bigger than you are? Do you want customers? The more the merrier? Do you want knowledge? There's only one solution. GfK

brand attractiveness and strength - identifying the image and strength of its strategy; offers specific indicators for brand positioning and repositioning and GfK HILKA® Conjoint - which offers the evaluation and optimization of concepts for complex products and service.

GfK BH employs a team of 11 experienced experts (approximately ten years of experience in the area of market research, that have university education in social sciences; psychology, journalism, economy...), with a network of 800 that work in surveying in Bosnia and Herzegovina, 15 coordinators in major cities, a studio for group discussion and a telephone studio (CATI). All these things allows for customers to be satisfied expediently and efficiently.

Innovation and progress in the research business, along with ensuring that the client gets the results he needs to make proper business decisions, have always been the basis of what GfK does best.

PULS

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puls

StrategicPuls je alijansa dvije najveće kompanije koje se bave istraživanjem tržišta, medija i javnog mnjenja u regiji – Strategic Marketing-a iz Beograda i Puls-a iz Zagreba, i njihovih ureda u susjednim zemljama.

Misija StrategicPuls je da svojim klijentima u čitavom regionu obezbijedi najkvalitetnije i najpouzdanije informacije, dok istovremeno stvara prijatno poslovno okruženje puno izazova za svoje zaposlene. StrategicPuls se drži najviših profesionalnih standarda i donosi inovativna i sofisticirana rješenja u cilju podrške klijentu pri donošenju odluka.

Sa svojom regionalnom mrežom i uredima u 8 zemalja, od kojih su većina članice CEFTA, StrategicPuls obezbjeđuje pouzdana istraživanja na lokalnim jezicima uz ujednačen nivo usluge. StrategicPuls je najveća firma u regionu koja se bavi istraživanjem tržišta i pruža punu uslugu, sa ukupnim obrtom od preko 7 mil € i preko 150 stalno zaposlenih.

Njena vodeća pozicija bazira se na najvećem broju izuzetno iskusnih istraživača, na najvećoj tehničkoj infrastrukturi i na naprednim tehnikama istraživanja koje omogućavaju razumijevanje i predikciju ponašanja potrošača. Stalna veza sa posljednjim dostignućima u naučnoj oblasti garantira da je istraživanje StrategicPuls-a u toku sa najnovijim napretkom na polju tržišta i javnog mnjenja. Stručnost u specifičnim poljima istraživanja, najbolji stručnjaci za uzorkovanje u regionu i primjena modernih statističkih metoda analize također daju važan doprinos vodećoj poziciji na kojoj je StrategicPuls.

StrategicPuls je kompanija koja pruža sveobuhvatne usluge u različitim oblastima koristeći napredne istraživačke metode kod prikupljanja i analize podataka.

Listu klijenata čini preko 300 međunarodnih i ključnih lokalnih klijenata iz oblasti FCMG, Medija, Bankarstva i Finansija, Telekomunikacija, Auto industrije, Farmacije, Maloprodaje..., sve do MR i AD agencija,

NVO, vlada i političkih stranaka i međunarodnih organizacija, kao što su UN, World Bank i tako dalje.

StrategicPuls is an alliance between two companies that deal with market research: Strategic Marketing from Belgrade and Puls from Zagreb.

StrategicPuls has a mission to that its clients get the best and most reliable information about the market, whilst sustaining a good work atmosphere with many challenges for its employees. StrategicPuls has the highest standards of professionalism and offers innovative and sophisticated solutions to their clients when it comes to making important decisions on how to act and react on the market.

With its regional network in eight countries, of which the majority are members of CEFTA, StrategicPuls provides reliable research in the languages of neighbouring countries, all on the same level of service. StrategicPuls is the largest firm in the region that does business in market research, and offers full service with budget of over 7,000,000 million € and over 150 fulltime employees.

The company's leading position on the market is a result of number of its experienced researchers, the fact it has the largest technical infrastructure and to its advanced techniques in market research.

StrategicPuls has over 300 international and local clients from the: FMCG industry, banking and financial sectors, telecommunications, auto industry, pharmaceuticals, retail and so on, to MR and AD agencies, NVOs, the government, political parties and other international organizations like the UN, World Bank etc.

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PGM® je snažan, jednostavan model mjerenja uspješnosti marke, pri kojem je mjerenje usmjereno na individualne osobe – potrošače.

Upotreba vrijednost modela se odražava i u činjenici da već u svijetu postoje imitatori ovog modela. Iz vidika razvoja tržišta PGM je vezivni element između proizvođača, prodavača i potrošača.

Upravljanje markom počinje uvidom u trendove robne kategorije. PGM omogućava pregled potencijala robnih kategorija, i uvid u trendove razvoja robne kategorije te identifikaciju karakteristike ciljne skupine na nivou kategorije (na više nivoa – iskustvo, razmatranje i korištenje robne kategorije). Na nivou robne marke PGM nudi 15 indikatora za mjerenje uspješnosti koji daju širok uvid u karakteristike, po kojim se robna marka diferencira od konkurencije. U alatu je moguće dobiti informacije o profilima potrošača pojedinih robnih marki, i to na više nivoa (profili potrošača koji poznaju, imaju iskustvo sa robnom markom, koji razmatraju kupovinu

robne marke i profili onih koji koriste ili su lojalni korisnici marke).

Iz perspektive krajnjeg korisnika PGM je alat koji omogućava optimiziranje sredstava za tržišna istraživanja, jer brz pregled tržišta štedi vrijeme i novac. Naručioци i kompanija VALICON koriste PGM za: uvid u preferencije potrošača, pregledavanje karakteristika ciljnih segmenata, integrirano praćenje marke i njene diferencijacije, određivanje potencijala na tržištu, razvoj komunikacijske strategije, te uvezivanja svih potrebnih elemenata za upravljanje robnim kategorijama (eng. Category Management).

PGM je sindiciran projekat, koje kompanija VALICON, u saradnji sa partnerima, provodi četiri puta godišnje. Projekat provodimo u Sloveniji, Hrvatskoj, Bosni i Hercegovini i Srbiji. PGM je plod razvoja iskusnih stručnjaka sa područja tržišnih istraživanja u regiji. Broj korisnika je veći iz godine u godinu, među njima su najveće regionalne i globalne kompanije roba široke potrošnje.

* PGM je zaštićena marka kompanije VALICON.

PMG® is a strong and simple model for measuring the achievements of a certain brand by focusing on the individual consumer. The quality and value of this method of research is shown in the fact that there already exist similar modals throughout the world. PGM is the strong connecting element between the producer, the seller and the consumer.

Leading a market brand requires insight to trends in the business it deals in. PGM enables an overview of potential product categories, and also to trends in the very uprising of certain categories, and also the identification of the characteristics of certain focus groups and categorizes them (in levels of: experience, analysis and use of a certain product category). PGM offers 15 ways to measure efficiency and the achievement of a company that offer a wide overview of characteristics that differentiate one brand from the competition. It's a tool with which to attain information about consumer profiles of certain market brands (which are consumers that know the brand and have tried it, those that are thinking of buying it, and those that use it and are loyal consumers).

From the perspective of the end consumer, PGM is a useful tool that enables optimization of funds and resources for market research, because a quick yet efficient survey of a market saves time and money. VALICON company and its clients use PGM to: analyze consumer preference; overview characteristics of target market segments, follow a brands success and its differentiation from other brands, determining market potential, develop consumer/producer communication, and lastly to combine all these elements for efficient category management.

PGM is a joint project of VALICON together with partners that undertakes four times a year. The project is lead in Slovenia, Croatia, Bosnia and Herzegovina and Serbia. The number of clients increases year after year; of which are mostly the largest regional and global companies that do business in consumer goods.

PGM® is a trademark of VALICON company.