



G R O U P

Presentation

Introducing EMBS | Potential cooperation



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Who we are and what we do

We design and deliver market research and intelligence services that address your business needs and help you achieve your strategic objectives.

We are specialists in Central and Eastern Europe and capable of successfully delivering research projects for any European country.



-➤ **Markets and competitors** | What are the keys to succeeding in your target markets?
-➤ **Product and services** | What does the market think about your products and services?
-➤ **Brand and marketing communication** | How is your brand perceived on the market?
-➤ **Supply and Distribution** | Optimize your supply and distribution networks.
-➤ **Pricing** | Formulate the optimal pricing strategy for your products and services.
-➤ **Consumers and businesses** | Get closer to your customers than ever before.
-➤ **Fieldwork** | Have a specific project? Let us know.

How we work with you

We understand that each client and business challenge is unique. We tailor the approach below to meet the different needs of each and every client.

Discuss your needs and objectives



We talk – either in person or through a series of conference calls – to discuss your business objectives and market intelligence needs. We understand that every client, market and need is different. **By understanding what you want to achieve, when you want to achieve it and what your budget is, we are better able to propose the right solution.**

Review your options



Based on our initial discussions, our team of consultants work to build a solution that addresses your business objectives, as well as time and budgetary requirements. **Your return on investment is our main measure of success – we don't want you buy services that don't address your business needs.**

We go to work



Once we have agreed upon a project scope that meet your needs, we set about delivering answers to your questions and solutions to your challenges. Our team of specialists will conduct the appropriate research, and will report back to you at regular, agreed-upon intervals, so you know what's happening at every stage of the project. **Projects are conducted according to proven, industry-standard methodologies, and run by friendly, professional project owners.**

We present our findings to you



Based on the nature of the project, we'll present our findings to you in the format that best meets your needs. We can present our findings to you in person, on a conference call, or in the form of a professional report that you can distribute within your organization. **Our goal is to ensure you derive real value from our findings and we will provide insight in the form that best suits your needs and organization.**

Why work with us?

At EMBS we are focused on providing solutions to real business problems. Our approach is underpinned by our commitment to professionalism, a desire to understand your needs, our network of contacts and our pride in providing high-quality customer service.

Professionalism & Experience

EMBS executives have a combined 30 years of experiencing working with senior managers of some of the world's biggest companies. We understand your expectations and we understand the importance of the decisions you need to make. Projects entrusted to us by you are treated with the confidentiality and importance they deserve.

We understand your needs

We believe that the key to a successful project starts with understanding your business and strategic objectives. The more we understand about why you require business intelligence services, the better able we are to propose relevant and cost-effective solutions. Your return on investment is our greatest measure of success – we don't sell you services you don't need.

Network of contacts and industry specialists

We have built an extensive network of contacts, key opinion leaders and specialists for a wide and diverse range of industries. On any given project, we are able to draw upon a wide and diverse range of expertise, expert opinion and viewpoints. This enables you to benefit from insight you can trust, and intelligence that you can act on with confidence.

Pride in customer service

Your investment with us is significant. We strive to provide all of our clients – whether their projects are big or small – with the same level of attentiveness and responsiveness. We commit to providing all of our clients with regular, timely updates on the status of their projects so that you know what's happening throughout the duration of your project.

**We aspire for our relationships with clients to be open, professional and friendly.
We believe that doing business together can – and should be – an enjoyable experience.**

Experience | project examples

EMBS senior executives have been working within Market Intelligence and delivering positive results for over 10 years within the Emerging Markets globally. Selected examples of projects designed and managed by EMBS Team are presented below.



Client

Business challenge

What did EMBS do?

Methodology

World's leading chemical company

To support sales and marketing strategy changes aimed to improve the company's position on the Russian market of enzymes. To prepare needs based market segmentation and prepare best possible approach towards each segment.

EMBS combined publicly available information, with statistical and customs data, and the thoughts of over 150 representatives of key clients responsible for purchasing of enzymes, gathered through 60 minutes long in-depth interviews. Primary sources information were the basis for the conclusions presented in the report.

Secondary sources, in-depth interviews, SPSS statistical analysis, segmentation.



Client

Business challenge

What did EMBS do?

Methodology

Leading European municipality equipment producer

To support sales and marketing strategy changes aimed to improve the company's position on the European market by developing distribution channels on new and existing markets.

EMBS prepared a long list of all distributors of the same and similar equipment, and producers of complementary equipment. Based on the criteria agreed with the Client, EMBS consultants prepared long list of potential distributors, which was later shortened to 3-5 companies per country being the most promising potential representatives – each with different strengths and advantages, so that combined they could cover all regions and all sales channels in each country under investigation.

Secondary sources, in-depth interviews, competitive intelligence.

Experience | project examples

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Client

Business challenge

What did EMBS do?

Methodology

International producer of hygienic paper

To provide a detailed overview of the AFH market in Central and Eastern Europe.

We provided in-depth analysis of the market in the form of a report detailing the market's major players, common distribution models, as well as detailed market segmentation in which preferences of end clients were investigated.

Secondary sources, CATI interviews, expert interviews, in-depth interviews, competitive intelligence



Client

Business challenge

What did EMBS do?

Methodology

Leading global producer of medical devices

Dissatisfaction with market share on Bulgarian market and in need of new approach and need to enter the Turkish market.

We first evaluated the existing distribution method in the market and concluded it was poorly aligned to the client's ambitions. In just four weeks, we were able to present a short list of specialised distributors keen to represent our client in Bulgaria, while in Turkey we started from scratch and delivered the same results.

Secondary sources, in-depth interviews,.



Client

Business challenge

What did EMBS do?

Methodology

Leading global manufacturer of braking systems for rail and commercial vehicles

To reduce production costs and extend supplier network into those countries where not present.

We first identified potential candidates, and then augmented the quality of insight and verified findings by extensively researching international companies operating the Czech Republic and Poland. This knowledge was then used to evaluate those companies that had been identified, and enabled us to present the client with a comprehensive list of suitable companies.

Secondary sources, in-depth interviews,

Our Clients

Each client, each market and each sector or sub-sector is different. This understanding is evident in the way we work with our clients.

Privately owned
national and local businesses

Stock listed
national and multi-national
companies

**Consulting and research
companies**

Government bodies
(including commercial
departments,
consulates, etc.)

We understand that budgets and resource availability differ from client to client. That's why we have a range of solutions ranging from informal guidance on off-the-shelf publications and quick consulting services, through to comprehensive long-term consultancy projects that require setting up temporary call centers and research times.

We know from experience that, depending on their size and structure, different clients have different expectations, different stakeholders to satisfy, and different compliance requirements. A combined three decades worth of experience working with senior management from major organizations in both the public and private sector helps us to help you satisfy each of these requirements and expectations.



Our Clients about us

"We are highly satisfied with the research EMBS Group carried out and the result exceeded our expectations, which is especially impressive considering constant changes on the market, as well as lack of reliable data, making the study and analysis a very challenging task."

"In the course of our collaboration, EMBS showed advanced expertise in market research methodology, knowledge of information sources and consistent elaboration of all the details on our technical assignment."

"I had the pleasure to work with Stathis as part of a key project for our European business. I found him to be a consummate professional with a detailed knowledge of the region, which enabled him to quickly and effectively deliver the results we were looking for. He is a team player who worked well with our local team and was also willing to go the extra mile when the project so required. I would have no hesitation in seeking his advice and support in the future."

"Through research findings, we were provided with valuable information on the current market situation, competitive environment and customer demand. This research gives us a stable foundation for further growth on the Baltic market."

On behalf of everyone involved from our side, I would like to thank you once again for such a great result. After being able to go through the report, we can say that you have covered our expected scope very well.

"EMBS specialists proved themselves to be highly qualified individuals, who possess all the essential skills and tools. The company's analysts have deep understanding of the market, which ensured collaboration on all stages of research."

"I asked for a support to explore supply base in CEE and because of this we had the opportunity to work with Metodija and his colleagues. He was very professional and ready also to play together with us in the arena. The results he provided were excellent and now we continue to use the output of his consultancy with very good results. He also was able to build an effective and excellent team spirit ... in case we have new projects he'll be the first we'll look for a support."

We are very happy with the way this project was going. Delivery: you provided material and information as requested, you understood the subject matter as you were really digging deep. You played quite an important role during the workshop. Very responsive: you met the final deadlines, worked very hard, very flexible and approachable.... very open and happy to go the extra mile. Project management: very good, you kept us informed about the progress, advised on certain constraints, really tried to help when/if required. We will certainly consider you for any future project in Central and Eastern Europe.



Information is everywhere, intelligence is **unique**

EMBS Group is a provider of market intelligence services.

We provide you with the insight you need to successfully achieve your business objectives in new and existing markets.

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