

### OTHER SERVICES

Bogatin d.o.o. also has experience in providing different **other services** to its clients, such as evaluations of different programmes and products that multinational companies or institutions provide in Slovenia, consulting and helping companies expand to our region of expertise, as well as tracking and applying to various national and international tenders.



## Understanding Markets of South East Europe

CUSTOM INDUSTRY ANALYSIS  
COMPANY PROFILES  
BENCHMARKING AND COMPETITIVE INTELLIGENCE  
STRATEGIC MARKET RESEARCH  
BUSINESS INTELLIGENCE  
CONSULTING

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## GENERAL

If you are looking for a young, highly educated and customer oriented market research team that will cooperate closely with you, Bogatin d.o.o. might just be the company that you are looking for. Bogatin d.o.o. is a customized market specialist with headquarters in Ljubljana, Slovenia. In short time we have built a strong reputation as a provider of information and research services to various industries.

We are proud of our very dynamic team of young but highly educated market research specialists that will devote more time to our clients in order to better understand their needs, questions and problems. If existing methods prove to be inappropriate or cannot answer our client's questions, we try to look out of the ordinary box in order to achieve our goals and win our client's satisfaction.

# Custom research according to your business needs

## SOUTH EAST EUROPE MARKETS THAT WE COVER INCLUDE



## OUR CLIENTS

Our clients are some of the most important multinational market research companies, as well as other companies that have an interest in the Slovenian market. In 2008 alone we have been conducting analysis for the companies like:

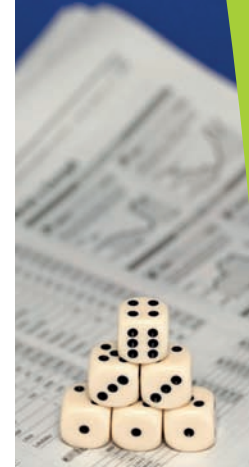
- Euromonitor International
- Economist Intelligence Unit
- Internet Securities International (Euromoney Group)
- Council of Europe Development Bank (CEB)
- Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments - JAPTI
- And others

## OUR SERVICES

- Custom industry analysis and standardized analysis
- Company profiles
- Benchmarking and competitive intelligence
- Strategic market research
- Business intelligence
- Consulting

## CUSTOM INDUSTRY ANALYSIS

The first, and most important group of our services includes **custom made research and analysis**. Our focus is on primary research (executive interviews, market specialists' interviews, etc.), which is always supported by an extensive secondary research. Special field research team executes up-to-date store checks, new products and retail's promotional activities monitoring. If necessary, quantitative research is arranged and added to the analysis.



## EXAMPLES OF CUSTOM INDUSTRY ANALYSIS THAT WE PROVIDE INCLUDE:

- Strategic analysis of market performance, including product development, marketing and retailing trends
- Economic, political, consumer environment
- Historic market size performance
- Leading brand and company market shares
- Competition analysis
- Benchmarking
- Profiles of leading companies and their strategies
- Future market outlook and sales forecasts



## STANDARDIZED ANALYSIS

The second group includes a list of **standardized analysis**, performed every year with the same methodology to ensure best historic background for our clients. These analyses answer all standard questions that companies usually face when entering a small and unknown market like Slovenia. They include questions regarding the size of the market, market segments, forecasts of the segments and total size, main players and their market shares as well as strategic evaluation.



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## CURRENT STANDARDIZED ANALYSIS PROVIDED ON A YEARLY BASIS:

- Tourism industry
- Logistics
- Metal and machinery
- Banking industry
- Insurance industry
- Telecommunications industry
- Construction industry
- Automotive industry
- IT industry
- Food processing industry
- Insurance industry
- Retail
- Wood processing industry
- Telecom industry

