

Personalized for your company;

‘Global Competitiveness Report’ Sector and Market Research





Picasso



Velazquez

How 'clear' is your sector ?

**In new
global and
competitive world,
'Local Market'
is no longer
valid.**



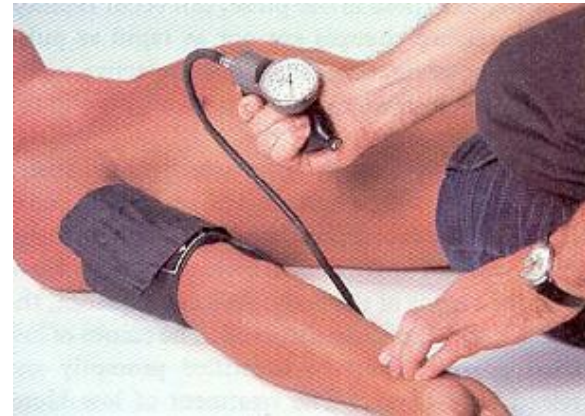
**Due to the
unbalanced
demand and supply,
all industries are
not only very
competitive,
but also 'Harsh'.**



**All companies
are willing
to move from
'Production-Oriented'
to
'Marketing-Oriented'
structure.**



**Having information
about global market
and holding
'Blood-Pressure'
of the sector
is vital for success.**



‘Pursuing incremental advantage while rivals are fundamentally reinventing the industrial landscape is akin to fiddling while Rome burns.’



‘Global Competitiveness Report’ Sector and Market Research

The purpose of this report is to inform top management as well as strategic decision makers of the companies about the global as well as local market in order to provide them clear and coherence direction.

Modules that we can generate:

- ✓ **Global Market Research**
 - ✓ **Sectoral analysis from export perspective**
 - ✓ **Sectoral analysis from import perspective**
 - ✓ **Analysis of 'Target' country**



‘Global Market Research’ Module includes;

- ✓ **Historical data analysis for last 10 years**
- ✓ **Global import / Export data analysis and trends**
- ✓ **Import / Export balance for each ‘Critical’ country**
- ✓ **‘Main Actor’ countries and their performances**
- ✓ **Fast growing markets and future trends**
- ✓ **Suitable marketing strategies**
- ✓ **Assessment for ‘Strategic’ directions**

‘Sectoral analysis from export perspective’ Module:

The sector that you plan to export;

- ✓ **World export volume, export growth rates (CAGR)**
- ✓ **Fast growing target markets and their sizes**
- ✓ **Market trends**
- ✓ **‘Main Actor’ countries as well as their efficiencies**
- ✓ **Market concentration figures ‘HHI’**
- ✓ **Customs characteristics**
- ✓ **Suitable marketing strategies and assessment**

CAGR: Compound Annual Growth Rate

HHI : Herfindahl-Hirschman Index

‘Sectoral analysis from import perspective’ Module:

The sector that you plan to import;

- ✓ **World export volume, growth rates (CAGR)**
- ✓ **Turkish market size and growth rates (CAGR)**
- ✓ **Local market trends**
- ✓ **‘Main Actor’ countries as well as their efficiencies**
- ✓ **Customs characteristics**
- ✓ **‘Direct Foreign Investments (DFI)’**
- ✓ **Suitable marketing strategies and assessment**

‘Analysis of ‘Target’ country’ Module:

For each ‘Target’ country;

- ✓ **Market size and growth rates (CAGR)**
- ✓ **Import perspectives and trends**
- ✓ **‘Main Actor’ countries as well as their efficiencies**
- ✓ **Market concentration figures ‘HHI’**
- ✓ **Customs characteristics and advantages**
- ✓ **Suitable marketing strategies**
- ✓ **Assessment for ‘Strategic’ directions**

‘Global Competitiveness Report’

Sector and Market Research

For whom?

- ✓ **Top management**
- ✓ **Chamber of the commerces**
- ✓ **Organizations/Associations**
- ✓ **Strategic planning departments**
- ✓ **Strategic marketing departments**



‘Global Competitiveness Report’ Sector and Market Research

Report types ...



**Written
(Report)**



**Visual
(Presentation - Film)**



**Audio
(CD)**

‘Global Competitiveness Report’

Sector and Market Research

- ✓ **Content of the report may be modified, upon request.**
- ✓ **Preparation may take from 15 to 45 days.**
- ✓ **Budget of the report may vary according to specific sector, requested module(s) as well as type of the report.**

Some samples:

- ✓ **World Outlook for Fabric Curtains Market**
- ✓ **Benchmarking of Waste Management**
- ✓ **Analysis of Natural Gas Vehicle (NGV) Sector**
- ✓ **World Outlook for Industrial Casting**
- ✓ **World Outlook for Flour Milling Market**



**PARADIGMA
CONSULTANCY**

**We exist
in order to inform organizations about
importance of market research
and support them during their
strategy generation process.'**

Thank You...