



# **MARKET RESEARCH SERVICES**

Russia & CIS



Awara is a unique provider of marketing solutions and services. It is the perfect solution for any business that wants to enter a new market or industry, in order to sell well-targeted products or services. We help our clients to maximize their success by applying the correct business strategies to the environment in which they operate. Awara enables this by conducting thorough market research of all essential aspects of the business.

## MARKET RESEARCH

Market Research serves as an essential platform for the development of well-planned business decisions, as it provides a clear awareness of the environment. Market research thus minimizes risks and increases potential for profit making.

- Market entry strategy
- Assessment of market size, share and future forecasts compared to competitors
- Identification and assessment of potential customers, suppliers and business partners
- Consumer behavior and decision-making analysis
- Customer profile and preference analysis
- SWOT analysis of market possibilities
- Competitor analysis
- Specification of local requirements for operations, production and sale of goods and services
- Analysis of sale and purchase models and strategies
- Test marketing before product launch
- Outsourced sales force
- Financial modeling of marketing and entry strategy





## Customer Relationship Management

CRM is currently the main tool used to build better customer relationships, to get existing clients to buy more and to gain new customers. The only way to succeed and build a sustainable business is to apply a customer-oriented approach.

Microsoft Dynamics CRM provides the right mix of features and platform flexibility along with strong corporate viability to help ensure long-term success.

We use the familiar Microsoft Outlook interface and tight integration with Microsoft Office tools.

Microsoft Dynamics CRM is designed to “work the way you do”, providing a fast, flexible and affordable system that will help you streamline your business processes, improve efficiency and remain competitive.

- Powerful analytical features, including KPI panels for management and control
- Standard role user interface which reduces staff training costs
- Efficient online and offline customer support
- Faster ROI due to low cumulative integration cost

# Contacts



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