

# Business in Ukraine

## marketing research

### Compass in a business world

A person possessing the best information  
succeeds in life normally more than others  
*Benjamin Disraeli*

Creation of Department of marketing research in 2002 has become a natural and long ripened event for DZI, a leading informational, analytical, and expert center of Ukraine.

There is no need to additionally substantiate role and importance of marketing research at present in improvement of Ukrainian economy efficiency. Our state is steadily moving to the level of competitive European country and already belongs to this class by many positions. Ukrainian consumer progressively grows. It becomes more demanding, prosperous, and picking. Rapidly growing markets of commodities and services try not to lag behind consumers. Reflex or instinct of self-preservation developed with a period of time makes Ukrainian producer to move forward. It is very difficult to control output in this impetuous changing world. Meanwhile, any unaccounted nuance (leaved out of account competitor, unsatisfied consumer, obsolete idea, not completely adjusted calculation, etc.) threatens with loss of desired market position and money, in simpler terms. However, not a single, even the most experienced and talented consultant would orient businessmen in this rapid process without research support. Marketing research fulfills nowadays a role of a compass in a business world.

Consumer of research services became more demanding and literate at present. It resulted in natural aggravation of competition in this segment.

Research companies at present compete between each other mainly on the level of technologies. Often they try to win clients with expensive, famous, and fashionable program packages and network methodics. Adjusted international methodics, in fact, can point out high professionalism of the research company. However, each medal has its underside. First of all, Ukrainian market is very specific and non-standard in many things. Therefore non-adapted methodics can lead to inappropriate estimations. Secondly, high cost of methodics as well as specialists that apply them result in increase of research cost. Thirdly, perfected standard methodics suppose standard tasks and structure of report that is far from being the need of a client. Finally, agencies that specialize in application of specific methodics, technique, and procedures (that by the way can be dictated by a network status of a research company) avoid problems and tasks that are formulated irregularly. Individual work with each client and development of unique methodics for specific tasks become a rare thing in research world.

DZI department of marketing research unites highly qualified professionals in the sphere of sociology and psychology who are ready to “understand” your problems as their own. Creative approach and rich experience in work with unique research projects, knowing how to evaluate problem situation correctly, to point out its specificity, and to propose the only appropriate method of its studying are peculiar features of our specialists. We both adapt and correct your tools, and develop them from the ground up if necessary. Should your problem demand non-standard decisions, please address us. We do not try to offset the cost of purchased methodics – we develop them on our own.

Besides, DZI Center unites more than fifty experienced experts that fulfill regular monitoring and analyze situation in all sectoral directions of Ukraine’s national economy. They are ready to provide professional support while accomplishing research programs. Moreover, combination of research and expert efforts allow our professionals to reinforce research functions by consulting elements. You can obtain substantiated forecasts of market development, evaluate investment attractiveness of the industry, separate attractive and uninviting industry segments, and the whole complex of fundamental analysis at our company. To conclude, we provide a complete cycle of informational and analytical services nowadays.

Powerful informational resource is another indisputable and unique advantage of DZI Center. Access to different types of informational sources and uninterrupted informational and analytical activities allow to create high-quality informational products.

#### **Summing it up, the following are our main competitive advantages at present:**

- professional experts in all commodity and industry markets;

- powerful and reliable informational resource;
- scientific approach to research activities;
- experience of work with non-standard markets; and
- broad spectrum of research activities

**Main directions of our research activities:**

- *studying of consumers*: consumer preferences and customer behavior, attitude to manufactured commodities / provided services (grade of satisfaction, demands, and expectations)
- *advertisement studying*: testing (memorizing, perception, associations) and efficiency of campaign
- *studying of a new product*: testing, perception by consumers, image of an ideal product
- *studying of market*: diagnostics, whether the market is ready for a product
- **electoral behavior**

**MACROECONOMIC BLOCK:**

- financial and economic analysis
- sectoral analysis
- company analysis
- investment attractiveness
- estimation of risks

**Please, address our company if you:**

- are going to enter the market of Ukraine
- would like to change positioning of your commodity
- would like to correct your marketing strategy
- try to evaluate your positions on a market
- are interested in efficient advertisement
- are going to achieve maximal effect from participation in election campaign
- need to estimate investment attractiveness of an industry
- try to evaluate potential of an industry and to single out attractive segments
- desire to become confident in adequacy of a new strategic approach, and
- in general, concern about some problem

**WE WOULD BE GLAD TO COOPERATE WITH YOU**

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