

GfK. Growth from Knowledge The role of marketing research in developing business in Moldova

Dr. Tomas Krasny; VEF Moldova, June 25, 2010



Market Economy and Free Society Needs More than Just Liquidation of Iron Curtain...



Citizen-Centric Society is the Foundation of Prosperity.....

Citizen-Centric

- The centre of advanced society must be (WO)MAN - citizen
- If we accept this mantra we define automatically also the role of opinion and market research

Understanding the Citizen

- Tools of research help to understand the believes, wishes, dreams, needs of citizens
- What they see, believe, buy....



Citizen = client of companies

- There is no real market w/o empowered clients
- Companies need to base their decisions on deep understanding their clients

Citizen = client of politicians

- The same applies for public sphere....

Mission of the Research Company (an GfK Example)

A photograph of a modern, multi-story office building at night. The building has a grid-like facade with many windows, some of which are illuminated from within. At the top of the building, the text "GfK - Austria" is displayed in large, glowing orange letters. The sky is a deep blue, suggesting dusk or dawn.

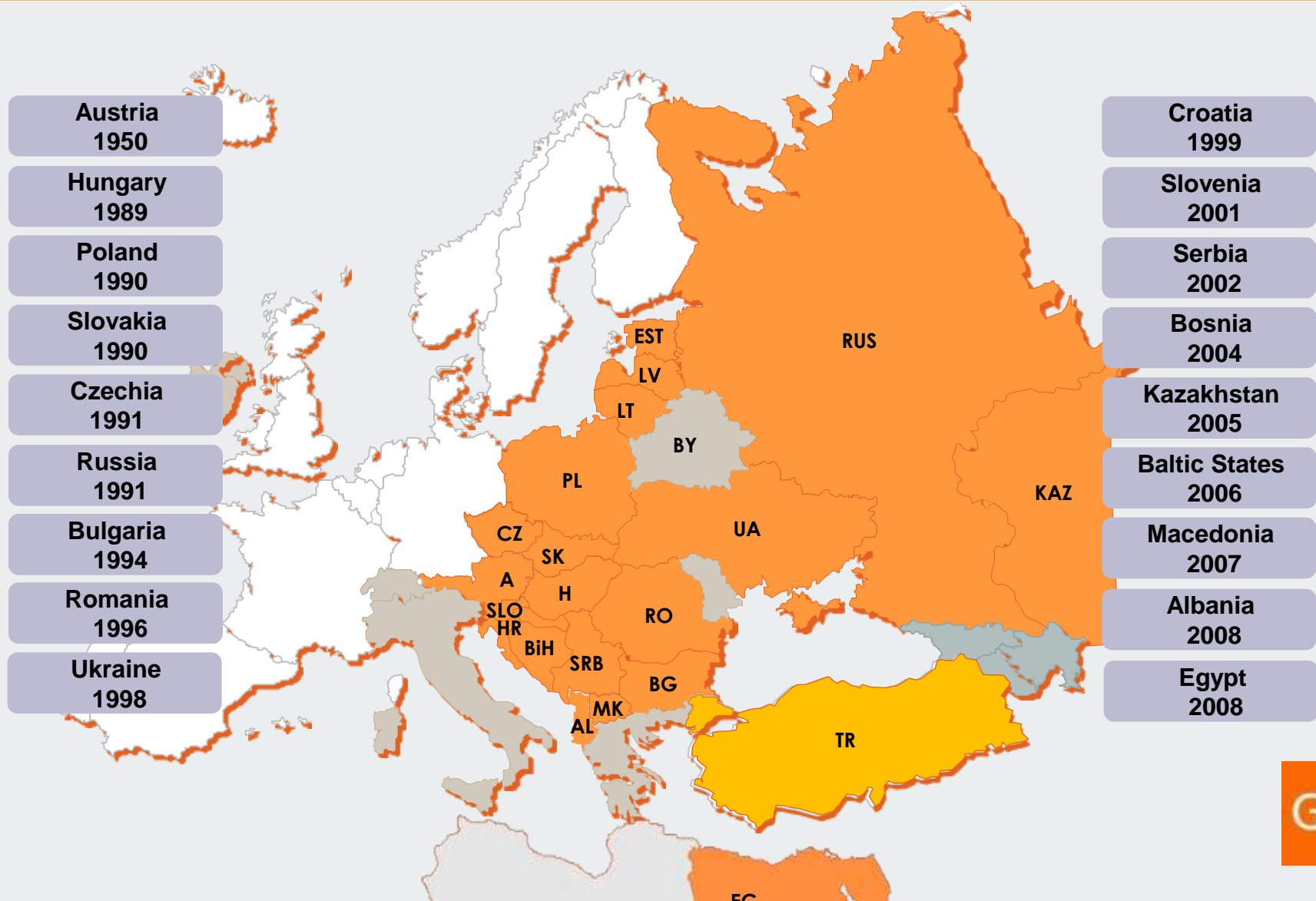
GfK - Austria

We help our clients to create new futures.

Companies need to make decisions, and knowledge is the basis for decision-making. We help our clients to ask the right questions and to find the right answers. We make the difference between success and failure.

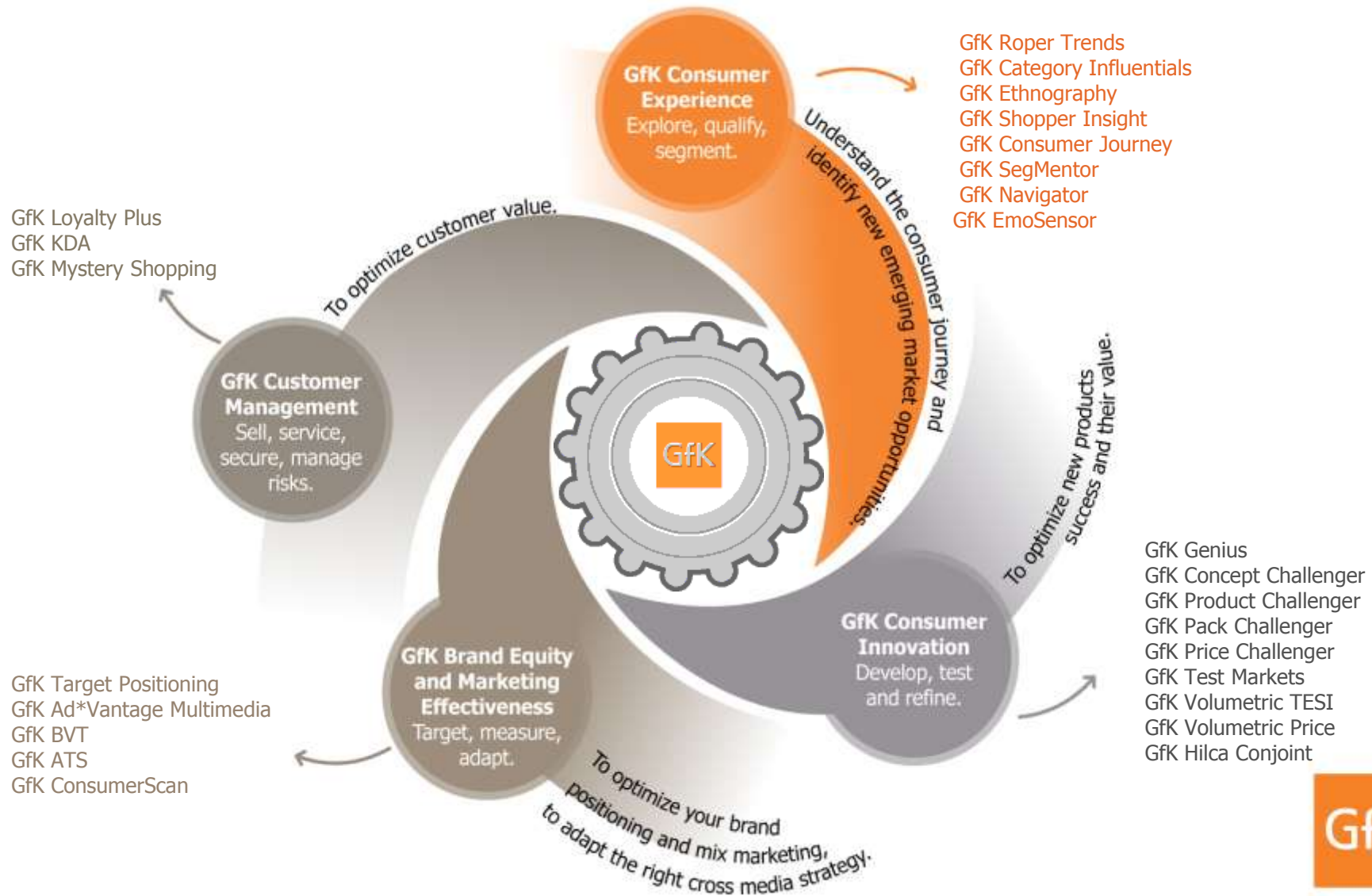
In Central & Eastern Europe Fulfills GfK This Mission Since 1989

Our 1 500 Local Experts Support Both Domestic and Global Clients
We Are More Than Happy to Do So Also in Moldova

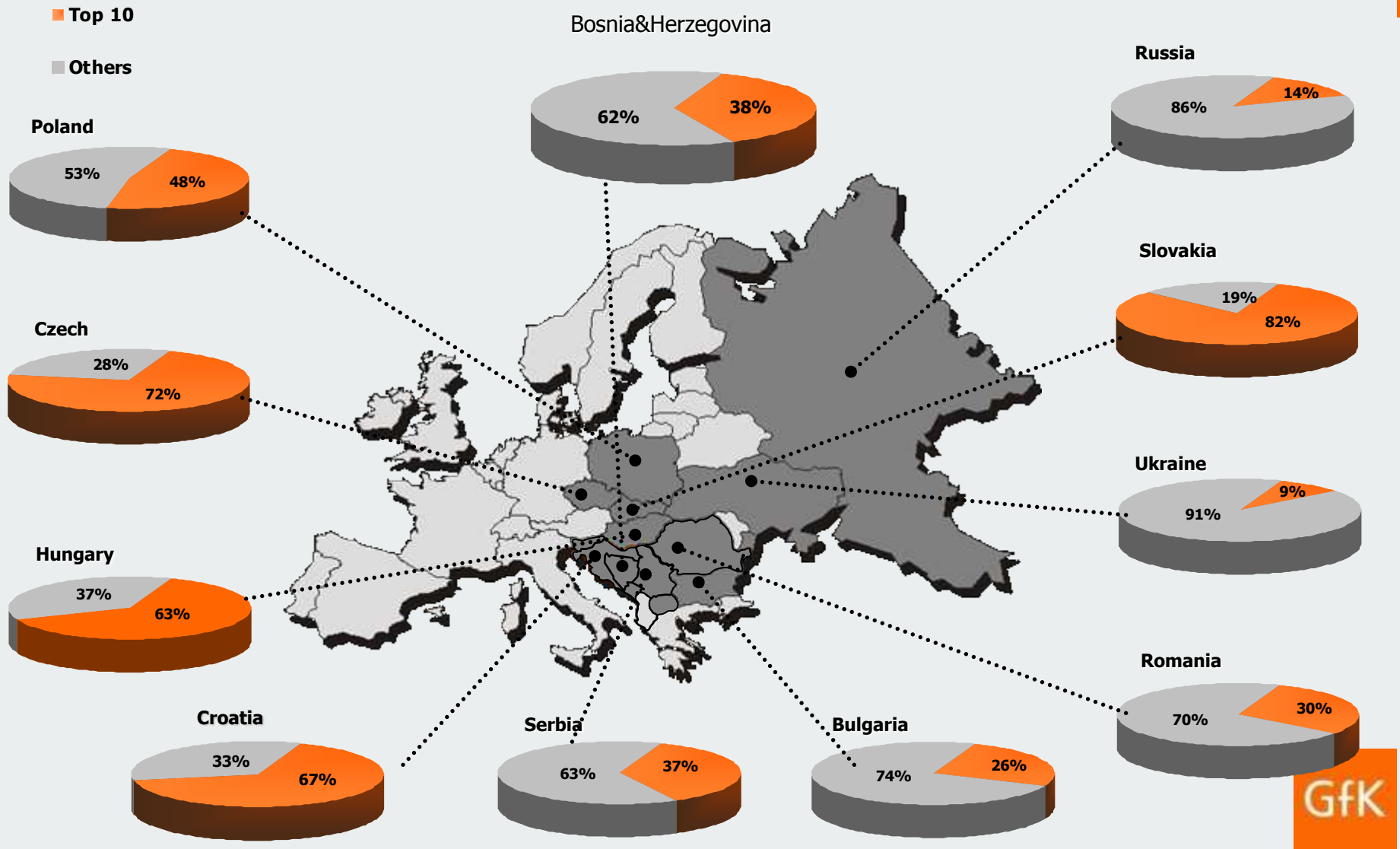


The Role of Research is to **Support the Whole Product Cycle:** From Basic Market Understanding, via Product Development up to Advertising and Sales

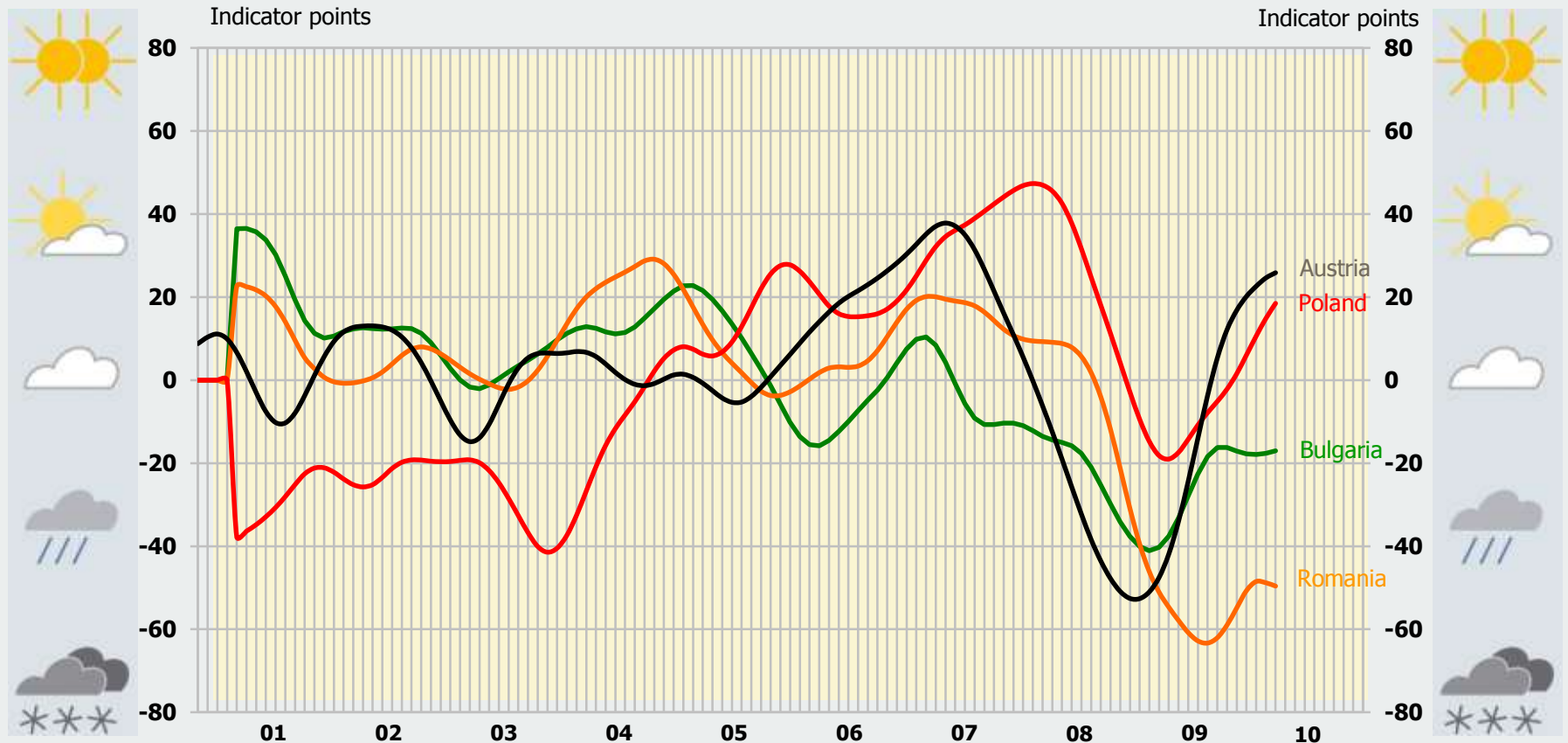
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Some of the Research Outputs Are Basic (Example: Share of Modern Trade Top 10 in CEE)



Some Outputs Have Even Predictive Power (Example: GfK-Indicator EURO-Climate, Business Cycle Expectations)



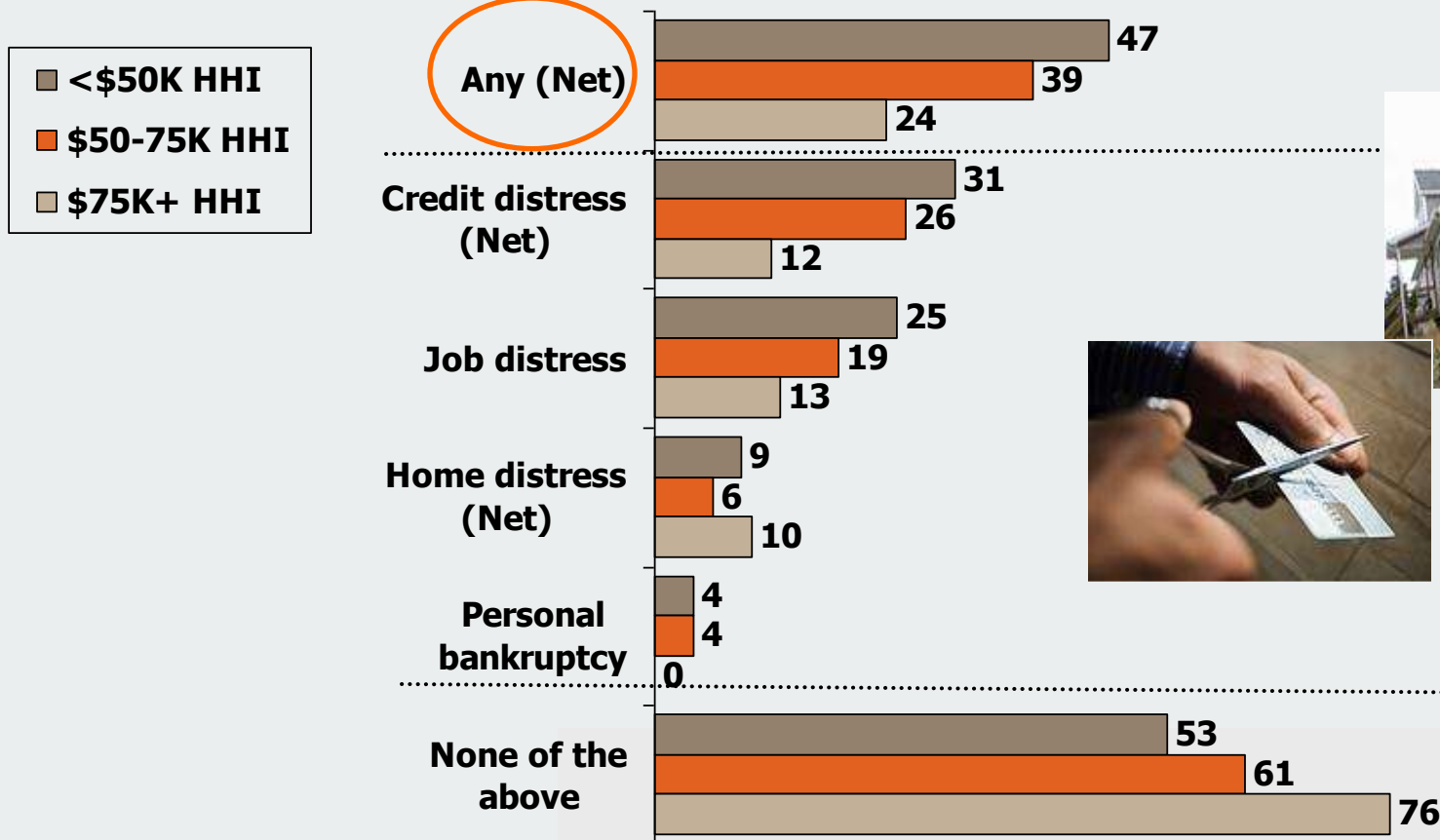
Source: Consumer Survey for EU Commission, GfK Marktforschung (D)

Predictions Based on Trend Research Are Sometimes Quite Powerfull (See Chart from GfK US of Oct 2007)

Those with lower incomes are most likely to experience credit and job distress, but housing woes affect a broader base

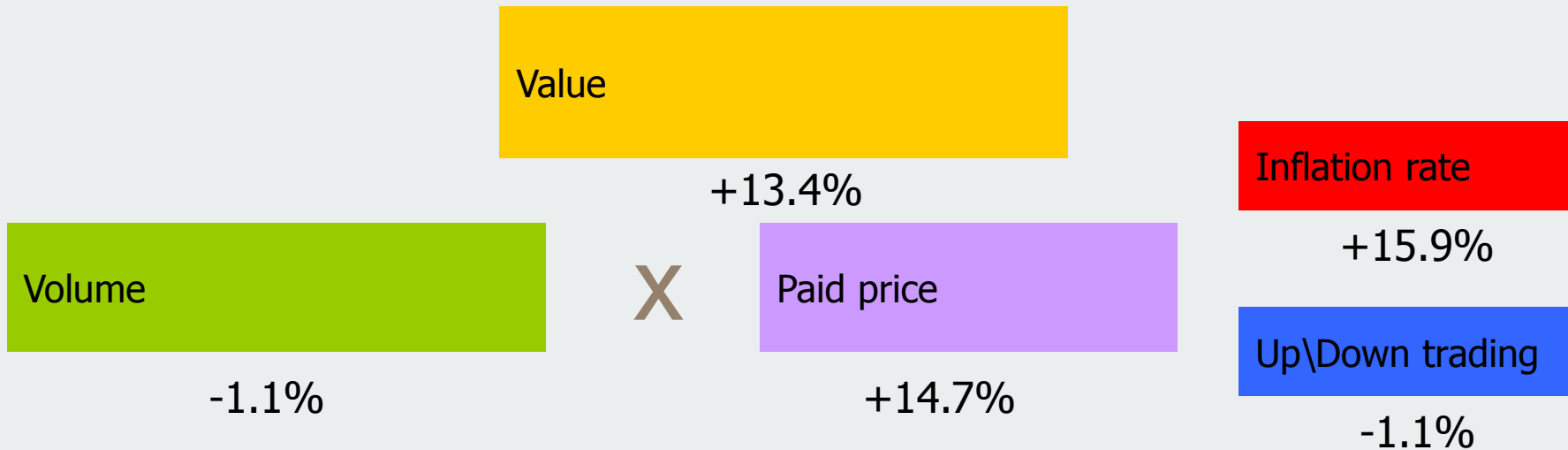
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% of online adults 18+ whose household has experienced following in past six months, by income



Still the Key Role of Research is to Understand What & Why is Happening (Example: Ukraine, Drivers of One Food Category Value 2009 vs 2008)

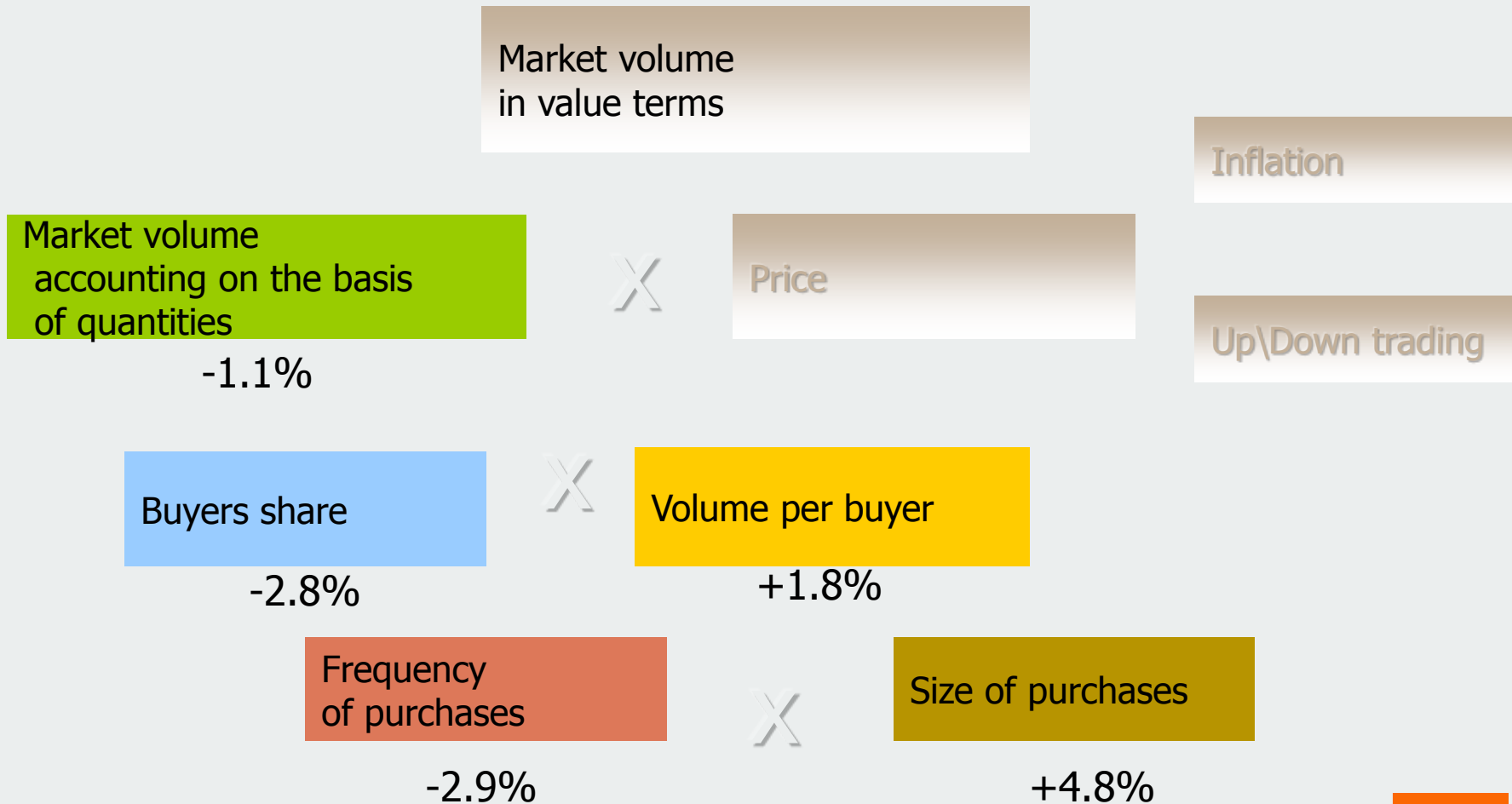
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Source: GfK Consumer Tracking

What & Why is Happening (Example: Ukraine; Drivers of Volume 2009 vs 2008)

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Source: GfK Consumer Tracking

Instead of Conclusion: Please Remember This Chart

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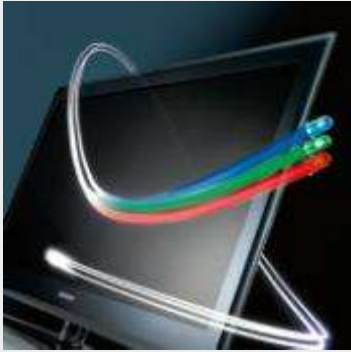


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