



AGENCY SERVICES PRESENTATION

DE FACTO
MARKETING AGENCY

ABOUT AGENCY

- DE FACTO Marketing Agency is organized by a group of professionals, who have devoted all energy to provide your decision-making process by sufficient data for actions.
- We have united our knowledge and skills to create the company, capable of rendering high-quality services being effective in different fields of our clients' activities.
- Today, the most important asset that we have is qualified experts in the field of advertising, marketing and the experience accumulated for more than 10 years of work, both on the Uzbek market, and on the markets of other Central-Asian republics.
- DE FACTO Marketing Agency is a member of ESOMAR and works according to the international code of marketing and social researches, complying with principles of impartiality and confidentiality.

ESOMAR
member

SHORTLY ABOUT OUR WORK

When? Who? Which one?
What else? What from? Which from? In what places?
How much? How often? Which of the following?
Where? Which of these? Why? Name it!



The essence of our work can be described very simply

We find precise answers to your questions

WHY WE?

Experience: The command of experts, during 12 years, has accumulated a strong experience in carrying out researches for more than 40 categories of the goods and services.

Quality: Pride of the company - proprietary quality control system with its prime objective – high reliability and validity of marketing data.

Result: High quality research results are confirmed by successful practical implementation of research results. Even after reports submission we are ready to help our clients with consultations, methodologies and ideas.

Specialization: There are some fields which we mainly prefer to carry out researches in, by virtue of experience and practice obtained as a result of long-term work. We have chosen some branches which we consider to be strategically important for us and in which we develop our expertise:

- | | | |
|--|-----------------------------|---------------------------|
| • Monitoring of advertising and its efficiency | • Soft drinks | • Cellular communication |
| • Food stuffs | • Beer | • Electro home appliances |
| • Cigarettes | • Goods of personal hygiene | • Pharmaceutical goods |

OUR SERVICES

MARKET RESEARCH



PRODUCT/ BRAND RESEARCH



CONSUMER RESEARCH

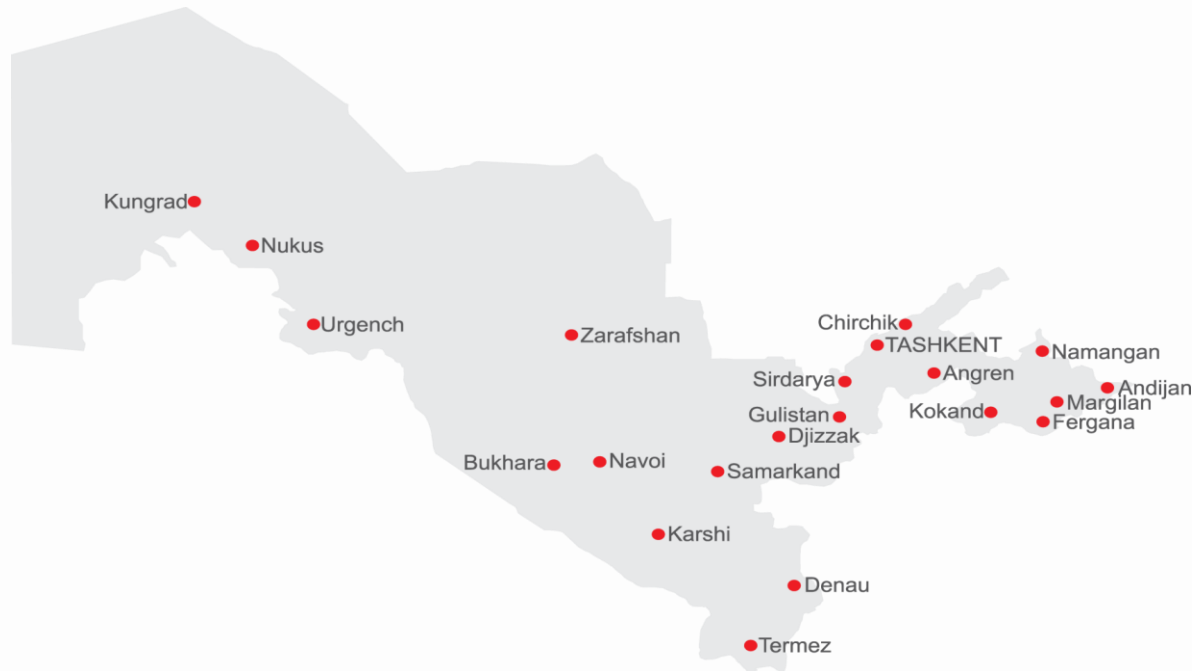


COMMUNICATION RESEARCH



COVERAGE

DE FACTO Agency carries out republican public opinion surveys, as well as social and marketing researches not only in Tashkent, but also in other cities of Uzbekistan.



OUR SERVICES

Market research

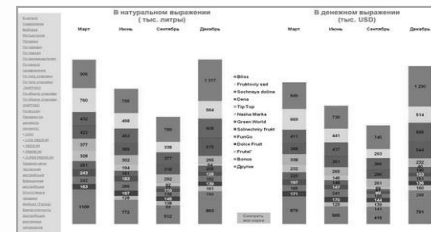
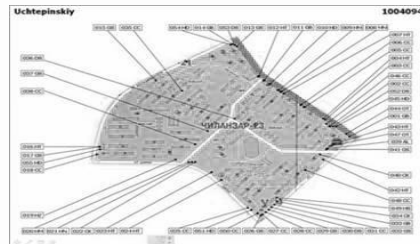
Retail Census (Census of retail outlets)

Distribution Evaluation

Retail Audit

The analysis of the market and its possibilities

The success of any company depends on precise understanding what occurs on the market with it and its goods and the decisions made by a company management, which efficiency in many respects is defined by completeness and reliability of the marketing information about the market.



OUR SERVICES

Product/Brand research

Product/Packing testing

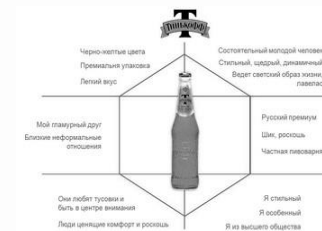
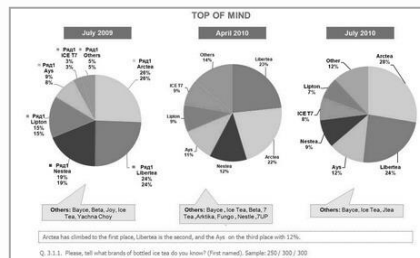
Concept/name testing

Brand image research

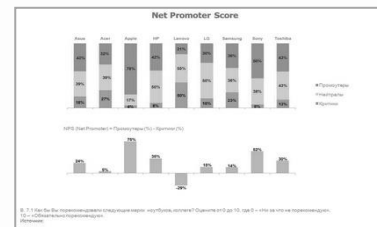
Brand health research

Launching a new product or development of existing ones are necessary for a company in achieving successful development. However innovation may be very risky.

The following questions usually arise. Whether consumers will apprehend a novelty? Whether your trade mark satisfies all aspects of consumer demands? Whether it is properly perceived by your potential customers? As a result, it is necessary to carry out research in order to be completely assured, that the product will be accepted by the market.



DE FACTO



METHODS OF DATA COLLECTING

Quantitative



Personal interview



CATI (Telephone survey)



Diary method



Desk research



CAPI / CAWI (Online survey)

Qualitative

Group discussion



Observation



In depth interview



Expert Interview



Ethnography, In-home visits



Mix methodology



Market simulation



Home test

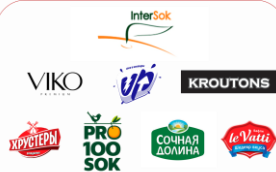
CLT (Hall test)



Mystery shopping



OUR CLIENTS



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Thank you!