



GfK Skopje

Understanding the Consumer – The Key to Sustainable Market Success

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Macedonia

Knowledge

Knowledge



GfK – Growth from Knowledge
GfK – leading in Macedonia and CEE
GfK – globally active

**“An investment in knowledge
always pays the best interest.”** (Benjamin Franklin)

We have specialists in the markets so we are able to offer more than just market research data. Our market teams and consultants know our clients' markets: how they are structured, how they develop, their problems and chances. They have the overview, the background knowledge and understand the detail. Often they are able to access basic studies, time series data and analyses from related markets. The networks they have established with other specialists within the world-wide GfK Group allow them to look a lot further than just around the corner.

The many years of international co-operation have left their mark on our culture: our home is in Austria and we are at home in many markets – especially in CEE.

We employ the most up-to-date methods – developed and proven by the relevant teams at GfK, communicated by a system for exchange of knowledge.

We take pride in learning from one another: and our clients profit from speedy, reliable analyses – very competitively priced as a result – which assist in the making of sound decisions. We enjoy our research and take pleasure in providing advice – our interest is in the success of our clients.

Development

Development



Our employees

The continuing development of our employees through training opportunities, the international exchange of ideas and staff and their acquisition of practical skills is an important part of both our success and that of our clients.

The continuing development programme not only includes opportunities in Austria but also comprises seminars held throughout the world. In setting up the GfK Academy, GfK has – in a commitment in line with their long-standing tradition – achieved an international training and education programme in modular format which is focussed on the middle-management executives. For us, the concept of co-operation between science and practice is not just a sound bite, it is a living reality.

The quality of our staff means that they are in a position not just to carry out market research projects at the highest level in terms of methodology. They are also capable of providing “fact-based consultancy”: advice based on complex data which is useful in decision making and implementation.

Research and Development

Over and above this, the international experts within the GfK Group are available to advise where there are particularly difficult problems, bringing with them their expertise from a wide variety of markets. GfK is present in all 5 continents. This can play a significant role in the early identification of trends which may be new to a particular country.



Quality and Innovation

We work with state-of-the-art methods

in the collection of data, its analysis, transfer and preparation. Face-to-face and telephone interviews are all always carried out with computer assistance (CAPI and CATI). Computer Assisted Web Interviews (CAWI) are set up on the basis of our in-house address pool (no self-recruiting) so that we do not rely on the clients' address lists. These are not only used for representative studies (Internet users) but also allow the selection of special target groups. Many years of experience with our repertoire of methods ensures that the most reliable and efficient form of data collection is always chosen.

GfK's quality assurance in data analysis is based on the instruments which have been evolved by the Research and Development departments within GfK to cover a range of typical problem areas. Examples include advertising tracking (ATS), brand health, usage and attitude (Navigator), target group analysis (Target Positioning) customer satisfaction (Loyalty Plus), mystery shopping, pricing (Price Challenger), value and lifestyle (Roper's Valuescope and LifeMatrix) amongst many others.

In the realm of qualitative research, the methods available include "Creative Workshops", "Ad*Vantage" (advertising material testing), Tachtistoskoptest, Onlinetest and Eye-tracking. An online system has been developed for data transmission (Octopus) which makes it possible for the users to make more of the data available to them: it stimulates discussion within the company, enables speedy access to the data, sets the individual pieces of information in context and achieves a higher status for research amongst the company management.

Technical innovation is part and parcel of the culture at GfK: for example, in media research (Media-watch, Scanning, Online research), in the household panel research (Scanning), in software development (Key Driver Analysis, advanced conjoint techniques).

Global Knowledge – Local Competence

The GfK Group is one of the top 5 market research companies in the world. It provides companies from the industrial, commercial, service and media sectors with information which is fundamental to operative and strategic marketing decisions in the fields of Custom Research, Retail and Technology, Consumer Tracking, Media and HealthCare. At the present time some 10,000 GfK employees are involved in the preparation of marketing information for clients on all 5 continents.

From its Vienna base, GfK Austria manages all companies in Central and Eastern Europe. In CEE there are more than 1,500 employees working across all the business sectors. In addition, GfK Austria co-ordinates studies on a global basis – and are able to take advantage of the services of the GfK network and selected co-operative partners who are trained to GfK standards.

Special knowledge and experience is required to carry out international research. Our clients profit from the relevant know how which GfK has at its fingertips.



Innovation

[Innovation]



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