



DISCOVERY
RESEARCH GROUP

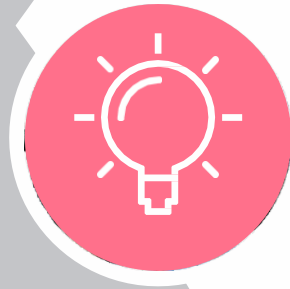
PRESENTATION OF AGENCY]

ABOUT THE COMPANY

FIELD
DEPARTMENT



DEPARTMENT
OF FINISHED /
INITIATIVE
RESEARCHES



CUSTOMIZED
RESEARCHES
DEPARTMENT



ONLINE-
RESEARCHES
DEPARTMENT



DISCOVERY RESEARCH GROUP agency was established in September 2005 by several specialists who had large work experience in known research and consulting companies, also in agencies which operating business PR sphere in Russia.

Based on the results of conducted researches the agency renders consulting services, recommends elaborate package of farther operations and measures for business process optimization and decision - making to the clients.

OUR COMPETITIVE STRENGTHS

- complex approach to tasks solution of client
- knowledge of client's brand
- competence and multiproduct experience of employees
- simplicity and perspicuity of proposed solutions
- good workmanship with information
- mobility and efficiency in problems solving of Customer
- work with companies of any level
- partnership with research centers of Russia

ABOUT THE COMPANY

DISCOVERY RESEARCH GROUP agency deals with the research companies in different cities of Russia, it allows to conduct regional and all – Russian researches comprising wide target audience.

Several groups of professional supervisors and interviewers are permanent employees in **DISCOVERY RESEARCH GROUP**.

Some of them have the essential qualities and work experience with highly – yielding and arduous respondents.

Special group of interviewers participated in highly specialized, rare and delicate projects.



METHODS OF DATA CAPTURE

The most popular techniques among quantitative methods of data capture, using by **DISCOVERY RESEARCH GROUP**, are personal, telephone and online interviews: structured and unstructured.

Also **DISCOVERY RESEARCH GROUP** operates with hall-test method over various tested characteristics in order to optimize customer's advertising campaign and estimate goods usability.

Hall-test is the method of research, during which the group of people (100-400 persons) tests goods, conceptions, or their elements in special rooms and then answers the questions concerning these products.

To provide the client with necessary information the agency **DISCOVERY RESEARCH GROUP** uses the different methods of data capture.



DATA COLLECTION METHODS

In – depth interviews are conducted by interviewers, who has high qualification, capable to get detailed answers to a questions which the Customer interested in.

Quite often the agency uses the method of expert survey. Field department of **DISCOVERY RESEARCH GROUP** can attract high-status respondents – heads of big companies, financial and business directors, and other top-managers. Respondents of such high grade provide the exclusive information about market situation.

The agency carries out the focus group method. It allows to see market trends, estimate consumer installations, show the perception of different objects (goods, advertising, images of the companies, etc.).

Frequently the agency **DISCOVERY RESEARCH GROUP** applies to mystery- shopping method in order to receive necessary information about the object over specified criterions in veiled form, in particular about the work of business entities and state establishments.

In – depth interviews are conducted by interviewers, who has high qualification, capable to get detailed answers to a questions which the Customer interested in.



DESK / INITIATIVE RESEARCHES

One direction of the agency work is the preparation of «desk / initiative researches». Each research includes the review of one of russian economic sector, contains responses on key questions about sector position: volume, growth rate, segments, tendencies and market development prospects, growth and stopping market factors, key players and consumers.

The agency has been preparing more than 9000 initiative researches over different sectors since 2005. Some of key branches are learned on regular basis, annually or each half year, that allows **DISCOVERY RESEARCH GROUP** to have the most recent information about market situation.

THE LARGEST PROJECTS
WERE REALIZED IN
THE FOLLOWING REGIONS:

Moscow
and Moscow Region
St. Petersburg
Samara
Nizhny Novgorod
Ufa Kazan Perm
Ekaterinburg
Chelyabinsk
Omsk
Novosibirsk
Rostovna na Dony
Krasnodar

and others...

GEOGRAPHY RESEARCH

Geographic reach of **DISCOVERY RESEARCH GROUP**
is whole Russia



The agency deals with
the research companies in
different cities of Russia,
it allows to conduct regional
and all – Russian researches.
Regional projects were realized
in more than 80 towns of Russia.



FOR WHAT OUR RESEARCHES ARE NECESSARY?

OUR RESEARCHES
WILL BE USEFUL
FOR YOU IN THE
FOLLOWING
CASES:

- Entrance to the market of the new company
- Entrance to the new markets of existing company
- Entrance to the new market of product/good/service
- Entrance to the market of new product/good/service
- Definition of perspective and free niches for business development of Customer company
- Studying market conduct of product/good/service
- Increasing of market share
- Improving of brand's characteristic
- Work optimization with the means of communication
- Learning of distribution, dealership network
- Work building with partners and suppliers

RESEARCHES TYPES

MARKET RESEARCH

- to Determine volume, capacity and potential of the market
- to Investigate market structure
- to Estimate production volume
- to Explore import-export
- to Determine market segmentation
- to Define tendencies of market development
- to Disclose factors, influencing on growth and decline of market
- to Prepare forecast of market development
- to Construct ratings
- to Analyze competitive environment
- to Analyze cost situation
- to Determine discount system

DISCOVERY RESEARCH GROUP conducts various types of researches, orienting on customer's targets, goals and requests.

PRODUCT/ GOOD/ SERVICE RESEARCH

- to Form consumption model
- to Investigate the structure of consumption
- to Define barriers and stimulus to consumption
- to Study price elasticity of product/good/service
- to Determine optimum/competitive price of product/good/service
- to Develop and test conception of new product/good/service to
- Optimize existing product/good/service
- to Study perception product/good/service among consumers, suppliers and competitors

RESEARCHES TYPES

BRAND/TRADEMARK RESEARCH

- to Learn brand/mark health
- Calculation cost of brand/mark
- to Define potential of brand
- to Study positioning of brand
- to Determine the satisfaction of brand
- to Research the loyalty level to brand (index calculation NPS)
- to Investigate the perception of brand
- Developing and testing the brand concept

COMMUNICATIONS CHANNELS RESEARCH

- to Measure the efficiency of communication channels
- Perception of company image, brand/mark, product/good/service in various communication channels
- to Analyze the making decisions process of acquisition and factors, influencing on it
- Testing the advertising (printing, TV, radio, internet, outdoor)
- Developing the advertising concept
- to Analyze the efficiency of communication channels
- Optimization of using communication channels

CONSUMERS RESEARCH

- to Segment consumers
- to Determine consumers' perspective segments
- to Characterize portrait, lifestyle, habits of consumers
- to Investigate consumers preferences,
- to Define reasons, inducing consumer to use other mark, product/good/service

RESEARCHES TYPES

INVESTIGATING OF DISTRIBUTORS, DEALERS

- to Analyze work of distributors and dealers
- to Determine sales /purchases volumes of distributors, dealers
- to Estimate operational efficiency
- To Define price policy, discount system

WORK CONSTRUCTION WITH PARTNERS, SUPPLIERS

- Search and selection of partners, suppliers
- to Appraise quality of service, work
- to Analyze pricing proposals, discount system and bonuses
- To Construct rating system for recruitment and sourcing

Researches, conducted **DISCOVERY RESEARCH GROUP**, allow to solve all range of problems set by the Client. In each case the method of research is chosen individually for every Client. It allows to find the most optimal way for studying the objects of research.

OUR CLIENTS

Auto Market



Tires Market



Market of Building and Finishing Materials



Industrial markets



OUR CLIENTS

Audit and Consulting



Market of finance services



IT / Television



Other markets



And many others...

EXPERIENCE. MOTOR CARS MARKET



Cooperation has been continuing from 2007 More than **120 projects** have been realized.

The Agency regularly conducts prices surveys of car components (as passenger, so commercial transport) and repair operations of official and informal dealers.

Clients are interviewed and their satisfy of dealerships work are determined.

Employees of dealerships are interviewed.



Characteristics of trading company work in car components sales and service station are investigated.

Audi

The Agency conducts researches in order to define characteristics of motor fleet and annually volume of car components consumption in Russia.



The agency has been collecting the huge experience and understanding the VW business and dealers who sells Audi, VW, Skoda and its car components, also getting knowledge about consumers orientations of service centers and dealerships clients during cooperation with models, entered in VW group. Thanks to such background the Agency can prepare researches at the highest level for companies, entered in VW group, and consider all Customer's requests.

EXPERIENCE. CAR MARKET

MOTOR FLEET IN RUSSIA

Researches are conducted annually more than 14 years. Following data is aggregated in the research:

MOTOR FLEET OF INDIVIDUALS

- About each of 85 constitute entities of RF, 7 federal district of RF;
- Data about 572 vehicle types of various categories from the most popular marks with big fleet to the little-known ones is given. Data of very rare car models which number can be measured in Russian motor fleet by dozen is given. So the, group «other models» contains only impossible brands to definition.
- Passengers cars, commercial motors (LCV), trucks, buses, trailers, motor cycles, light trailers are divided into various category of transport
- Data about each settlement with population more than 1000 person is given. Accordingly, the research includes as big cities somedium and small ones.
- Motor fleet age structure is shown from 1920 year of manufacture. The research also contains several additional indexes: category of owner, тип engine type, power of motor, characteristic of wheel arrangement and etc.

Method of data capturing: Mystery-Shopping in IVECO dealerships and competitor companies

The following companies were investigated during the marketing research: Iveco, Volvo, MAN, DAF, Scania, Renault, Mercedes-Benz, Volkswagen, Ford.

Geography: Moscow, St. Petersburg, Novosibirsk, Ekaterinburg, Krasnodar.

DETERMINATION OF CLEARANCE PRICES FOR TRUCKS REALIZED BY DEALERS, AND WORK CHARACTERISTICS OF DEALERS AND IVECO'S COMPETITOR COMPANIES STAFF IN DIFFERENT REGIONS OF RUSSIA

Method of data capture: Mystery-Shopping in IVECO dealerships and competitor companies by efforts of leasing broker, leasing companies, special group of interviewers in DISCOVERY RESEARCH GROUP.

Geography: Moscow, St. Petersburg, Novosibirsk, Ekaterinburg, Krasnodar.

EXPERIENCE. MARKET OF TRUCKS

IVECO

More than **10 projects** have been realized from 2008. The largest projects:

INVESTIGATION OF IVECO'S COMPETITIVE ENVIRONMENT

Results:

- Clearance prices for trucks realized by dealers of competitor companies in different regions of Russia were defined
- Basic/standard automobile equipment of competitor companies are shown
- Level of discount offered by dealers of competitor companies in different regions of Russia is defined
- Period of guarantee and possibility of its rise for competitor companies is determined
- Availability and size of advance payment requested by dealers of competitor companies are set
- Service intervals for competitor companies were determined
- General characteristics of each competitive company were presented

Method of data capturing: Mystery-Shopping in IVECO dealerships and competitor companies

The following companies were investigated during the marketing research: Iveco, Volvo, MAN, DAF, Scania, Renault, Mercedes-Benz, Volkswagen, Ford.

Geography: Moscow, St. Petersburg, Novosibirsk, Ekaterinburg, Krasnodar.

Determination of clearance prices for trucks realized by dealers, and work characteristics of dealers and IVECO's competitor companies staff in different regions of Russia

Method of data capture: Mystery-Shopping in IVECO dealerships and competitor companies by efforts of leasing broker, leasing companies, special group of interviewers in DISCOVERY RESEARCH GROUP.

Geography: Moscow, St. Petersburg, Novosibirsk, Ekaterinburg, Krasnodar.

EXPERIENCE. TIERS

RESEARCHES BLOCK OF TIRES MARKET

Researches are conducted annually more than 14 years. They are in demand among key Russian and foreign companies:

INDICES ARE RATED:

- Volume of tires market
- Production volume and import-export volume of tires
- Tires market capacity through the transport park
- Market growth rate
- Factors, tendencies and prospects for further development of tires market
- Calculation of market size over commodity groups, models, typical sizes

RESEARCHES ARE CONDUCTED OVER THE FOLLOWING CATEGORIES OF TIRES :

- Passenger car tire and light - truck tire
- Truck tire
- Solid tire and air clutch
- Super air- core tire
- Ordinary tire and recapped tire



EXPERIENCE. CAR COMPONENTS

RESEARCH ABOUT EFFICIENCY OF FENOX ADVERTISING CAMPAIGN IN RUSSIA

Results of researches:

- Volume and structure of motor park over all categories in Russia are shown
- Spontaneous level and level according to the help of knowledge about car components trademarks are determined
- Spontaneous level and level according to the help about knowledge of FENOX's product categories are defined
- Knowledge level of consumer properties and distinctive features of car components FENOX are fixed
- The level of consumer's loyalty to trademark FENOX and to its competitors is defined
- Rating of advertising channels (advertising medium), in which consumers saw the advertising of FENOX is constructed.
- Sociodemographic characteristics and material well-being level of car components consumers are determined

Method of data capturing:

Personal structured interview with consumers of car components

EXPERIENCE. LUBRICATING MATERIALS



ENGINE, TRANSMISSION AND INDUSTRIAL OILS MARKET IN RUSSIA

Results of research:

The import volume of lubricating materials in Russia by value and in kind was determined over the following commodity groups:

- Engine oils and oil lubricants for car traffic; for commercial carrier ; unclassified
- Industrial oils.
- Oils for motorcycles, scooters and snowmobiles.
- Transmission gear oils.
- Antifreezes
- Other oils

The import volume of industrial oils in Russia by value and in kind was determined over the following commodity groups:

- Hydraulic oils
- Gear oils
- Compressor oils
- Circulating oils
- Oils for flame engines/ air engines (fuel oils)
- Turbine oils
- Light oils and process fluids
- Coolant cutting fluid
- Oils and lubricants for food industry
- Industrial grease lubricants
- Others

EXPERIENCE. INDUSTRIAL TECHNICAL EQUIPMENT

IMPORT AND EXPORT OF INDUSTRIAL TECHNICAL EQUIPMENT

Foreign trade activity in the branch of industrial technical equipment within the last 19 years was analyzed.

Results of research:

The volume of import and export in kind and by value in Russia within the 2000-2011 was determined in the following groups of industrial technical equipment:

- Front loader, mini loader
- Excavator, mini - excavator
- Loader - Digger Bulldozer
- Grader
- Roller
- Leveler
- Scraper

Highlight figures in import and export of industrial technical equipment were defined:

- Group of industrial technical equipment
- Marking plate
- Model
- Power
- Year of manufacture (YOM)
- New/Used



EXPERIENCE. FINISH MATERIALS

PROJECT 1

Results of researches:

- The role of each group of representatives from professional consumer audience in the context of their influence on making decision by final buyer is estimated.
- Problems in using various information sources and promotional messages for interaction with audience are determined. Also solutions of these problems are defined.
- Potential variants for creation communication strategy of trademark «Tarkett» are determined.
- Expert analysis of floor coverings market in Russia is realized

Method of data capture:

- Information from existing open sources (mass media, specialized open data bases, data from official government statistics and other open sources of information)
- Semi-structured interview with representatives of professional consumer audience of floor coverings market. Interview duration is 1-2 hours

PROJECT 2

Results of researches:

- Kinds of information about floor coverings , which are necessary for final buyers are determined
- Types of information sources, used by final buyers of floor coverings are determined
- Information factors are defined
- The most important characteristics of floor coverings are defined
- Behavior of final buyers of floor coverings in points of sales is characterized

Method of data capture:

- Method of involved observation of floor coverings consumers buyers behavior in point of sales.
- Short semi-structured interview in point of floor coverings sales after the end of supervision over behavior Duration of one interview is 10minutes.
- Long term semi-structured interview in flat, house, office. Duration of one interview is 40-60 minutes



EXPERIENCE. FINISH MATERIALS

PROJECT 3

Results of researches:

- Consumers' buying preferences of PVC floor coverings are investigated
- Readiness of final buyers of PVC floor coverings to buy PVC floor coverings which have certain properties is estimated
- Advantages and disadvantages of PVC floor covering are defined in comparison with floor ceramic tile
- Advantages and disadvantages of PVC floor covering are defined in comparison with LVT according to the viewpoint of final buyers of PVC floor covering.

Method of data capture:

Focus-groups (men and women of 25-55 years old, who has bought PVC floor covering less than month ago or who plans to buy it in nearmonth.

PROJECT 4

Results of researches:

- The more preferable categories of accessories for floor coverings are determined (plinth, threshold, glue for floor coverings, etc.)
- The more preferable trademarks of accessories for floor coverings are defined.
- The more preferable parameters of accessories for floor coverings are defined (length, width, coloring, material etc.)
- Frequency of acquisition of accessories for floor coverings is investigated.

Method of data capture:

Personal semi-structured interview:

60 employees (shop assistants, administrators of sales area) from companies which realizes retail trade of floor coverings and accessories for floor coverings.

10 employees (business directors) from companies which realizes wholesale trade of floor coverings and accessories for floor coverings.



EXPERIENCE. BANKS

PROJECT 1

Results of researches:

Banks tariffs of settlement and cash services for legal entities and individual entrepreneurs in different regions of Russia are analyzed.

Method of data capture:

Mystery-Shopping in banks using the method of telephone interviews with specialists of banks.
Data capturing from banksites.

Geographic reach:

Regions where the branches of VTB 24 are present.
51 cities from 47 regions of Russia.

PROJECT 2

Results of researches:

Information about tariffs and terms of bank guarantee providing (extent of remuneration for providing, guarantee maintenance; reviewing/processing documents)) is prepared.

Method of data capture:

Mystery-Shopping in banks through telephone interviews with specialists of banks, who provides bank guarantees to legal entities.

Geographic reach :

Moscow, St. Petersburg, Ekaterinburg, Krasnoyarsk, Tomsk, Yaroslavl, Khabarovsk, Belgorod.

PROJECT 3

Results of researches:

The list of banks and companies in Moscow providing factoring programs is defined.
Conditions of factoring programs for cars acquisition for individuals in banks of Moscow are determined.

Method of data capture:

Personal unstructured interviews with specialists of onshore and foreign banks.

Geographic reach:

Moscow.



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