

Market analysis by Crèation Durable

Metz, 1/2015

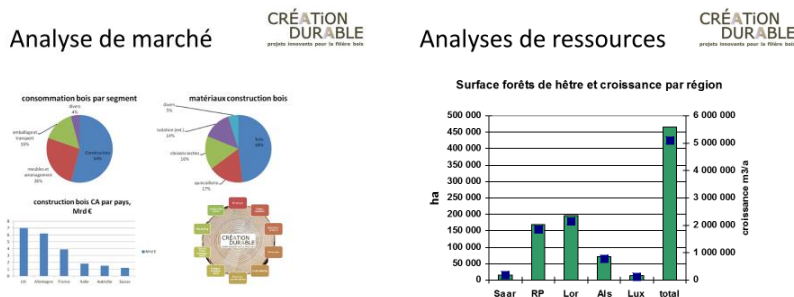
In today's globalized world successful entrepreneurs do not only search for revenue on domestic markets but look for opportunities abroad. Key factor to durable, lasting sales in export markets is knowledge about the relevant structures and habits.

Création Durable's Market Analysis reports help companies in decision making whether to go on business in foreign countries and give an in depth understanding of market segments, structures, sizes and potentials. Statistical tools and modern methods make these reports an indispensable fundament for any company wishing to start an export project.

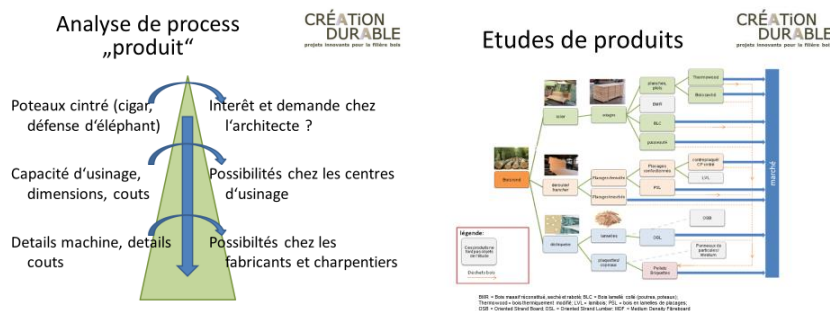
General structure and content *

Market Analysis by Création Durable are generally structured in 4 chapters:

- Markets
Including physical/regional aspects, trade flows and consumptions, legal or technical aspects, technological trends



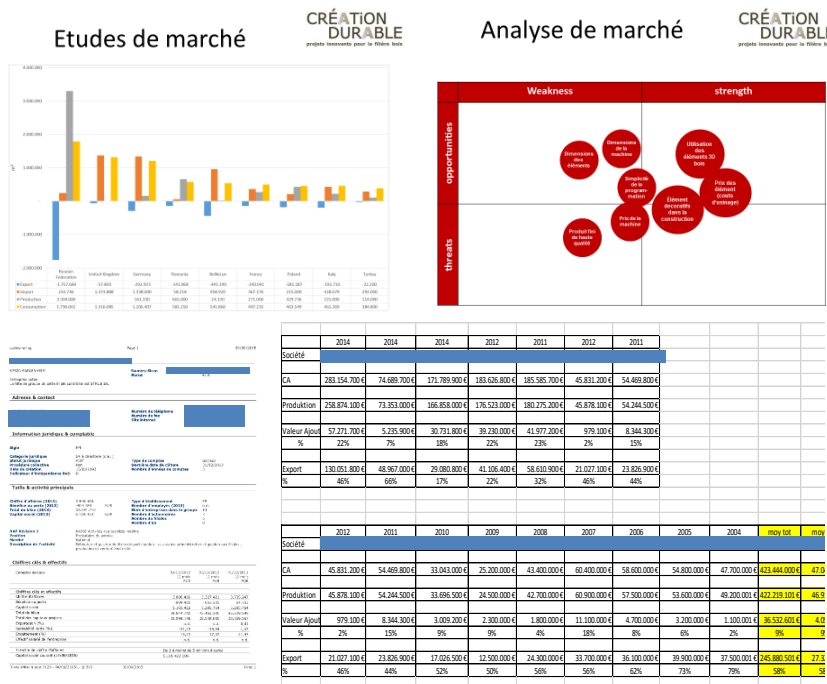
- Structures
Including market participants, trade structures, segments and growth potentials



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- Competition and risk analysis including development scenarios, sample calculations and price spreads
Structural analysis of markets and industries, competitor and sector analysis including key figures and business indicators of target companies,



- Conclusion
Business opportunities for referred products, product and service levels to market entry, proposal for decision-making

The volumes of the studies vary according to markets and products. In general there are 30 – 40 pages including tables, charts and literature. The analysis is generally presented to the customer in a presentation meeting. According to customer's choice the studies are delivered in German, English or French.



* = structure and content may vary according to products or services and markets