



**BRANDPOL**  
Business Intelligence

# **Market** research

We have  
developed  
**a service**  
that  
**expedites**



## Search for **buyers**

Our system is able to find your future customers in real time and collect information on them



## Search for **suppliers**

We know where your best suppliers are and we can collect a complete database of their contact information

Websites

Phone numbers

Full name of the  
general manager

Company  
reliability  
analysis

Website rating

Emails

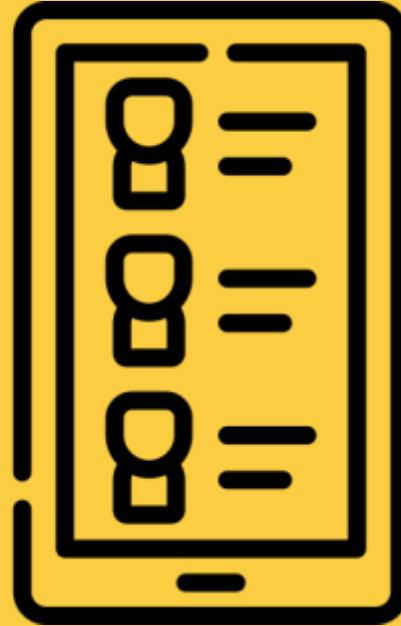
Review  
analysis

We execute a **personal Internet search:**

we collect a customized contact database of your potential customers in the B2B segment and suppliers.

We save your money on visiting exhibitions: you will immediately receive **relevant contacts of the most reliable potential partners.**

**more**  
contacts



contact  
cost  
**is lower**

# History of success



**Company**  
**Russian  
beer  
producer**

## Task

Launch sales in Kazakhstan.  
It was request to research competitors in the new market and find buyers.

## We delivered

1. Within **5 days**, a detailed report was compiled with contact details of **67 beer producers in Kazakhstan**, including: 8 large breweries, 6 regional breweries and 53 small breweries (including 32 restaurant breweries).
2. We found all sellers of these products in the country (**more than 2000**), including wholesale and retail sales networks, and listed them according to the reliability rating.
3. We organized communications with the **top 50 beer sellers** from the list using an automated system.

## Outcome

The company successfully entered into a partnership with distributors and began supplying its beer to Kazakhstan **1.9 times faster** than a similar procedure carried out in-house.



# History of success

## Company

Top-3 railway company in Europe

### Task

The company launched a tender to find solutions to prevent jamming of train builders during shunting operations, and placed it on external websites following all applicable rules. However, there were practically no responses. Railway company asked us to assist in finding contractors.

### We delivered

We found **more than 150 companies** capable to perform this kind of work. We ranked them by website rating and by reliability rating. Then we provided the completed report to the customer.

### Outcome

Railway company chose **top 10** companies, held a tender and found the best supplier of this solution in 2 weeks. The tender process, which lasted for more than 4 months, was completed.

# History of success

## Company

Top-3 good  
retail chain in  
Russia

### Task

A competition for the layout and design of advertising materials was announced. It was necessary to find companies that would develop and produce original layouts of advertising catalogs in accordance with the layout standards. At the same time, many contractors responded, who in reality did not have enough resources to complete this task.

### We delivered

With the help of a special algorithm, we not only found more than 500 companies capable to carry out this work, but also identified the most reliable among them, using our rating and evaluation system. The list consisted of more than 100 applicants, but in it we also identified suppliers who had sufficient resources to carry out these works.

### Outcome

Customer's managers selected the **top 25 companies** and held this tender among them. The selected provider of layout services successfully coped with the task.

# History of success

## Company

Jet fuel  
manufacturer

### Task

In order to increase sales, the Customer is interested in **exporting avgas aviation gasoline** to foreign markets. He needs to form a list of potential buyers and **assess their quality in order to be able to prioritize**. The markets of Canada and Australia were considered as a pilot projects.

### We delivered

The initial setup of the system to search for wholesale buyers and aviation refuelers showed a low information saturation of the report - only about 68 companies were found without limiting the search region. Then our analysts suggested adjusting the request to include small aircraft airports. Such small and medium-sized airports are a sufficiently large and promising market for ensuring the supply of aviation gasoline. They refuel themselves, or buy services from non-specialized companies that are not represented on the Internet.

### Outcome

The customer received a **contact** report for **over 100** potential buyers and distributors in Australia and Canada, ranked by website rankings.

# History of success

## Company

Top-3  
manufacturer of  
ceramic tiles and  
stoneware in  
Russia

### Task

The company approached with the need to **monitor retail prices** for its products. The number of **SKUs is over 5000**. At the same time, there were cases of violation by distributors of the established RRP. It was necessary to find all cases of the company's products sales on the Internet, to ensure regular monitoring of the correspondence of the prices found on the websites to the RRP level and to establish a regular fixation of all price violations.

### We delivered

We have set up a search and monitoring system for **all 5000 SKUs**. **Once a day**, our system scans the Internet, identifies all websites and pages on them, on which the sale of specific SKUs of the Customer is carried out. Then it determines the selling price, including promotional events, compares with the specified RRP and, calculating the deviation, generates a report. The Excel report is sent to the customer.

### Outcome

For **3 weeks**, the company got with our help **full operational monitoring of retail prices** and is currently moving on to the next stage - interaction with RRP violators with our participation.



# History of success

## Company

Manufacturer of home textiles and fillers in the Ivanovo region in Russia

### Task

The company considered the issue of the formation of **recommended retail prices**. At the time of contact, the company had only an understanding of competitors, an understanding of the market, but there was no complete information on retail prices. The task was to find **all prices** on the market both for the **customer's SKU** and for **products-analogues of its competitors**, so that on the basis of this information the customer could calculate own RRP.

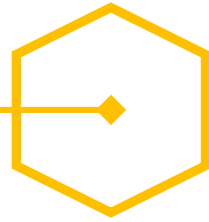
### We delivered

We analyzed the SKU of the customer and the SKU of its competitors in order to identify the volumes and frequency of their presence on the sites. Based on this information, the Customer selected the most relevant competitor brands. Then we carried out **5 measurements of the price level** for all SKUs of the customer and competitors with an interval of 7 days and received a data set, on the basis of which we derived the average market prices, minimum and maximum prices for each SKU.

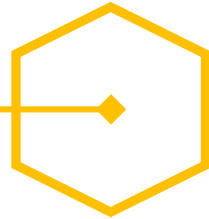
### Outcome

Within **1.5 months**, the company received an exhaustive data set to establish the RRP, calculated and put them into operation. Currently, the company, with our help, is monitoring compliance with these RRPs.

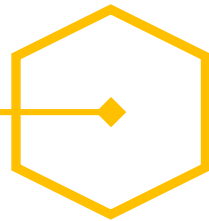
# Our research results enable to



find more successful and reliable **buyers or distributors** for the target product in any country in the world and establish communications with them.



find **suppliers** of target products in any country and establish communication with them.



**analyze** the potential **demand** for your company's products in the countries you are interested in.



**analyze** activity of **competitors** in the countries you are interested in.

# Research options

- B2B** Search for buyers (distributors)
- B2B** Search for suppliers of products or services
- B2B** Competitive analysis
- B2B** Own product positioning research
- B2C** Price monitoring
- B2B** Effectiveness evaluation of conducted tenders

Can be carried out  
as a one off or  
as a series of searches  
at specified frequency

**in any country  
in the world**

**in any  
language**



# What do you get?

**3** types of reports that differ in the level of detail

| Research report information  | Basic report | Standard report | Extended report |
|--|--------------|-----------------|-----------------|
| Websites, phone numbers, emails, websites ratings                      | +            | +               | +               |
| Companies names, TIN, PSRN, cities, full names of the general managers | -            | +               | +               |
| Reliability analysis, analysis of company reviews                      | -            | -               | +               |



# 5 reasons to make the right choice

## Affordable cost



Participation in the exhibition



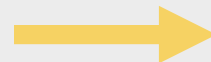
Costs for travel, stand, etc.



Collecting contacts



limited number of contacts  
high cost of contact



all online contacts  
low cost of contact

online

actual

economical

# 5 reasons to make the right choice

## 2 Short time



Stand tender



Ticketing and delivery

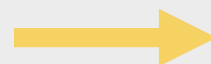


Exhibition time



high time costs of employees

using additional labor resources



report preparation in real time does not require your distraction

# 10

working days on average it takes to prepare a relevant detailed report

# 5 reasons to make the right choice

## 3 Quality of information

Classic marketing agencies can not provide concrete and measurable in terms of quantity and quality communication with your potential partners.

For example, if you produce watches, you **can not get** a list of all wholesale and retail sellers of watches in Germany with their full contact details, and prices.

Moreover, they can not **establish** communications with all these companies.



**BRANDPOL**  
Business Intelligence

A complete and detailed list of active successful companies - your potential partners - in a specific country with their contacts, websites and an assessment of their reliability.

We provide specific and measurable in terms of quantity and quality contact details of your potential partners and establish communication with them.

# 5 reasons to make the right choice

## 4 Research experience

Brandpolgroup is a leading international company specializing in market research, competitive analysis and online brand protection.

The long-term work of our multinational team has allowed us to create **one of the best systems** that allows to find and analyze big data around the world.

<https://brandpolgroup.com/>



**BRANDPOL**  
Business Intelligence

> **1600**

different researches were carried out

> **60**

representations works all over the world

**4**

offices are open in different countries



# 5 reasons to make the right choice

## 5 Your unique opportunities

Brandpol Business Intelligence system using Big Data and Artificial Intelligence tools allows you to automatically conduct an advanced targeted analysis of sales markets and competitors on the Internet, which cannot be done manually by any number of professional employees.



computer vision subsystem based on a competitive neural network



ability to integrate with business management systems



update frequency - 24 times a day, with the frequency of generating reports at your request from 1 day or more



analysis of website demand indicators



data analysis in any country of the world in any language



automatic monitoring of millions of sources without limiting the volume and depth of search



reliability analysis of buyers, distributors and suppliers



control of more than 10 million SKUs at the same time

**98%**  
and higher

the level of reliability and quality of information in our reports

# How to work with us

## 1 Tell us, what to find

- Fill out the form on our website [bi-bpg.com](https://bi-bpg.com) or send us:
- o types of products or services you are interested in;
  - o the country or region of interest for sales (purchases);
  - o contacts of your representative (name, email or phone number).

We formulate the search objective together and determine the optimal engagement approach

## 2 Get a commercial offer

We conduct a preliminary analysis of the request, compile technical requirements and prepare a commercial offer.

The minimum order is 500 euros, then the price is adjusted depending on the level of details in the report information.

## 3 Sign a contract and get a list of partners

We sign a contract, which fixes terms in the commercial offer.

We initiate the search, and within pre agreed time you receive a report.

Companies we have already helped to increase profits

DUPONT



ABB

РЖД

Яндекс



Amway



HIDEA

syngenta





**BRANDPOL**  
Business Intelligence

**It is important for us to remain  
useful for you and your business**

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