

# Market Research Industry Trends CZ 2006/2012

## OFFER OF RESEARCH STUDY

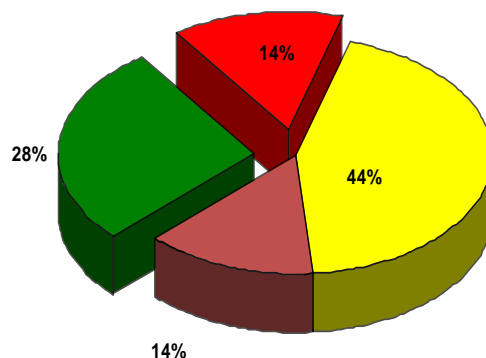


### „Market Research industry Trends CZ 2006/2012“

#### BENEFITS OF THE STUDY

- Combines **primary research** obtained online and in a phone research, with an analysis of **secondary data** from the **Register**
- Maps sector market research in recent years, since 2006, with a short run in 2012
- Records the structure and significance of both quantitative and qualitative research methods
- Describes the meaning and structure of outsourcing
- Research made in advertising and media agencies, which was executed both by specialized market research agencies, and Includes estimation the volume of market by advertising and media agencies on their own account
- Provides information on the views on corruption in the market research sector
- Introduces deeper intercompany comparison of individual research agencies using more sophisticated methods of economic analysis

A	Total assets
CK	Foreign capital
CZ	Net profit (HV-income tax)
DCK	Long-term foreign capital (DZ+DU)
DP	Long-term receivables
DU	Long-term loans
DZ	Long-term liabilities
FHV	Earnings from financial operations (fin. profits)
FN	Financial expenses
FV	Financial revenue
H	Cash
HIM	Tangible fixed assets
HV	Operating results (gross profit)
KCK	Short-term foreign capital (KZ+KU)
KP	Short-term receivables
KU	Short-term loans and borrowings
KZ	Current liabilities
NIM	Intangible fixed assets



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## PROJECT PARAMETERS

- On line enquiry in nearly 50 market research agencies in the CZ
- On line enquiry in nearly 100 advertising and media agencies
- Primary research combined with secondary research
- Economic analyses satisfying the needs of contracting entities
- Report available in charts and graphs both in Czech, and in English version and on CD

## GIVES ANSWERS TO FOLLOWING QUESTIONS

- Did market research also rise in the period of economic recession?
- What is the share turnover of agencies and their groups on the Czech market?
- What is the opinion of advertising and media agencies on the quality of research work?
- Is there corruption in the sector?
- Do individual agencies show continuous growth or are they a subject to unexpected volatility?
- What is the decision tree in preparing the offer and selecting research methods?
- What is the efficiency of work of individual companies?

## PRICES

		Package 1,2	Package 1.-4.
1. Printed report, Czech	550 €	660 €	1 025 €
2. Printed report, English	550 €		
Each additional copy of the study	125 €		
		Package 3,4	
3. CD study, Czech	500 €	580 €	
4. CD study, English	500 €		

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**We take care about keeping you up-to-date in surveying of the market research sector, and help you in taking your decision on the choice of the optimal research agency.**