



**m**vector | consulting  
agency

RESEARCH  
CONSULTING  
TRAINING

# Company

“M-Vector” - consulting and research Agency

## Our main activities are:

- market and sociological research
- consulting and training in marketing and management

Since the Information center of Agency is situated in Canada, specialists of every branch in Central Asia are able to use up-to-date technologies and methods applying them in marketing and consulting projects.

Vast network of field supervisors provides the Agency with opportunity to implement research projects and collect data throughout the Central Asia quickly and effectively. We actively work with local and foreign commercial companies, international and donor organizations of Kyrgyzstan, Tajikistan, Kazakhstan, Uzbekistan, and Russia.

The General Director of the Agency, Yuri Gerasimchuk, is a member of ESOMAR (European Society for Opinion and Marketing Research). Specialists of Agency are members of different business-associations also (American Chamber of Commerce– AMCHAM, American Marketing Association – AMA, HR-club of Kyrgyzstan). Being a member of these organizations, we bear great responsibility for results of all our projects.

Everything we do for our clients – researches, consulting, trainings – we do with our main principle of effectiveness and return of investments. The Client should derive excessive benefits from each dollar spent on our services.

# History

M-Vector Consulting Agency is one of the first research and consulting companies in Kyrgyzstan. Its actual history started in 1997 when consultants from two local consulting agencies, Creative Management Association and S.G.I., decided to work together under consulting and research projects in the Kyrgyz Republic.

In 2000 CMA and S.G.I. made a decision to create a new company– M-Vector Consulting Agency. M-Vector united main specialists of both companies and soon became popular in the market of consulting services.

In 2005 M-Vector expanded its activities and opened its first foreign affiliate in Dushanbe, Tajikistan.

The main aim of the company is to contribute to the growth and prosperity of its clients by providing high-quality services in the area of researches, marketing, and operational management. The Agency strives for being the first in all markets it nowadays works.

To be of more use for the numerous clients, M-Vector continues its development, Canadian Informational Center introduces the system of quality management, perfects business processes, invests in education and training its specialists, and prepares for new markets.

## Sector

M-Vector Consulting Agency has all necessary experience, resources and methodology to provide research and consulting services for companies operating in the following sectors:

- Communications (mobile and fixed, Internet)
- Fast Moving Consumer Goods
- Agriculture and Processing Industry
- Retail and Distribution
- Financial and Banking Institutions
- Mass Media
- Sociological, Economical, and Political Surveys for non-profit making organizations
- Restaurant and Entertainment Business
- Pharmaceuticals

## Clients

The list of our clients includes, but is not limited to, the following companies and organizations:

- Aguirre International
- German Technical Cooperation (GTZ)
- Helvetas, Local Market Development Project
- Internews Network
- JICA
- The World Bank
- UNDP
- UNICEF
- USAID
- PSI
- ITC
- Pragma Corporation
- Chemonics International
  
- Kyrgyztelecom
- Mobile operator «Beeline»
- Mobile operator «MegaCom»
- Mobile operator «Fonex»

- National Bank of Kyrgyzstan
- KICB
- AUB
- Finca

- Ministry of Agriculture, Water Resources and Processing Industry
- Association of processing companies
- Food and Agriculture Organization
- Wimm Bill Dann
- Coca-Cola
- Shoro
- Akun
- Kirbi
- Narodny supermarkets
  
- Schwarzkopf & Henkel
- Reemtsma
- Pharmaceutical Association

# RESEARCH

“M-Vector” Consulting Agency conducts different types of research in Central Asia.

Conducting researches since 1997 and knowing their importance for successful development, we offer a wide range of research services in the following areas:

Market Research  
Sociological Research  
Field Survey and Data Entry

“M-Vector” is a full-service Agency:  
Market and Sociological Research  
Business Consulting  
Corporate Training



# Market Research

Most effective use of resources and right choice of way to achieve goals can be possible only basing on the results of market research.

## Market Research

- Market/industry/sector characteristics, market development trends
- Market structure, segmentation
- Assessment of actual demand/supply size and structure
- Market potential
- Competitive environment, its levels and terms in a definite market:
  - Assessment of competitive environment (range of main competitors, shares of main players, advantages, disadvantages);
  - SWOT-analysis.

## Consumer Behavior and Preferences

- Brand recognition and attitudes to it
- Preferences in brand choice (reasons why consumers choose a definite brand)
- Estimation of buyers/consumers satisfaction
- Customer behavior and product use
- Market segmentation

## Product Research

- Development and testing of product concept
- Competitive products research
- Product name and package testing

## Mass Media Research

- Quantitative audience measurement for different Mass Media outlets
- Surveys of social target groups of radio listeners, TV viewers, readers of news-papers and magazines
- Surveys of image for various Media outlets
- Surveys of informational demands of different target groups
- Testing of media products: perception of concept, content, and form of TV and radio programs, printed issues



## Brand Research

- Level of awareness and perception of brand
- Loyalty to brand
- Reasons of use / consumption of brand
- Possibility to change for other brand
- Purchasing motives
- Assessment of promotional / PR activities of brand
- Description of social, demographic, and psychological portrait of a target group

## Product Promotion Research

### Advertisement testing

- Testing of promotional products (preliminary testing — including testing of draft versions — and testing of finished promotional product)
- Research on perception of advertising campaign
- Advertisement efficiency monitoring

### Research of corporate image and public perception of products and services (perception of any kind of products)

- Perception of a new product (name, logo, package)
- Promotion of a new product in the market
- Product image
- Product positioning
- Testing of a new product if compare quality and price (readiness to buy a product, forecast for elasticity of demand)

Market research results in making right management decisions in the choice of strategy for further development.

The cost of our research services depends on different factors defined by the research tasks and used methods. Applying various methods, the Agency specialists may develop a research program almost for any budget. Thus, we may conduct a research at acceptable for the Client price.

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# Sociological Research

## Public polls on social and economic subjects

- Attitude of the society and separate public groups to social and economic processes
- Study of social structure, social stratification
- Study of interests and problems of different segments and public groups

## Public polls on political subjects

- Electoral surveys
- Attitude of the society and separate public groups to political processes
- Survey of political preferences of population and separate target groups, attitude to different political parties and movements

## Monitoring and Project Evaluation

- Assessment of the situation before the project activities
- Intermediate assessment
- Assessment after the project activities
- Assessment after a definite period of time

# Field Surveys and Data Entry

Any research is based on the information gathering. We obtain high quality of field works by using corresponding methods of data collection, work with experienced field specialists, and strict quality control.

We are ready to provide field department services, which include:

- Recruiting and training of specialists for data collection in Kyrgyzstan and Tajikistan
- Pilot research and preparation of recommendations for questionnaire correction
- Field research
- Quality control over data collection
- Data entry



# CONSULTING

Today M-Vector Business Consulting Services are focused on strategic and operational planning, marketing management, human resource and finance management.

"M-Vector" is a full-service Agency:  
Market and Sociological Research  
Business Consulting  
Corporate Training



# Strategic Consulting

Results in a flexible management system - you may coordinate and control activities, avoid functional doubling and weak sides, find latent reserves for business development, update operational activities in compliance with objectives of your company.

- Evaluation of the existing marketing management system
- Calculation of costs and financial analysis
- Capacity and raw materials base evaluation
- Development of recommendations to strengthen Company's positions

## Investment Consulting

- Market analysis
- Company analysis
- Market enter strategy
- Feasibility study
- Implementation of your strategy

## Business Planning

- Collection of information
- Development of a detailed business plan
- Export presentation of Company interests
- Training on basics of business planning
- Management of business plan implementation (project management, "turnkey" business, outsourcing).

## Marketing Consulting

- Marketing plan development and implementation
- Development of Marketing Informational Systems
- Brand development and management
- Development of promotional programs
- Supply management
- Distribution and sales management

## HR Consulting

- Diagnostics of HR system and functions in the company
- Optimization of HR system
- Development of motivation system
- Training and professional development



Besides, M-Vector Consulting Agency provides a wide range of specific services:

- Project management

- Technical support: search for equipment, suppliers, consumers, partners

- Outsourcing – when our Agency leads marketing (or any other) department in your company

- Collaboration when entering a foreign market

Experience and professional skills of our consultants closely cooperating with clients are aimed at fundamental analysis of the existed data and making decisions and strategies, which allow our clients use their own resources in full volume, direct the strong qualities at growth and progress in achieving competitive advantages and assigned tasks.

The final result of our work is general increase of company effectiveness, along with answers to managing problems, creation of competitive advantages and promotion of the company to a new development level.



# TRAINING

Our company offers a number of corporate training programs on marketing and management. We develop customized trainings according to specific needs of a company, and it makes our programs an educational consulting. Our special training form effectively combines key points of consulting (e.g. preliminary diagnostics) and business training (development of methodology according to the specifics of your company).



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## Strategic Management and Organizational Development

- Methods of building transparent and effective model of company management
- Optimization of business processes
- Methods of project management
- Organizational planning
- Development of NGO and Association activities

## Marketing Management

- Development of marketing activities and management of marketing processes
- Organization and implementation of demand forming and sales stimulation
- Competitive intelligence
- Organization and implementation of informational campaign
- Organization of work of distributors, dialers, trade and promotion agents
- Effective brand management
- Marketing strategy and development of marketing plan
- Development of corporate style and image
- The art of effective sales
- The art of service grading
- The art of communication with clients

## Human Resources Management

- Personnel certification
- System of selection, hiring and evaluation of personnel
- Organization of activities and development of HR system in the company
- Management of personnel activities
- Development of motivation system
- Corporate culture and success in the market
- Team building

## Business Planning

- Features of business planning
- How to prepare and select information for a business plan?
- Who should participate in business planning process for its successful implementation?
- What are the specific features of business plan development in different organizational structures?
- What items should a business plan include and in what order they should be put?
- What factors make a business plan successful?



## Marketing Research

- Preparation to a marketing research
- Specifics of marketing and marketing researches in local markets, typical mistakes
- How to define a problem and set a task (hypothesis generation)
- How to collect and analyze the existing marketing information (methods of analyzing secondary information)
- How to make a research plan (types of marketing researches and developing a research plan, sample forming, pilot researches)
- How to organize marketing research process right
- How to develop questionnaires and forms (rules of primary data collection, survey instruments, methodology)
- How to collect data effectively (organization of field works, setting tasks, training for interviewers, data collection process)
- Methods of data analysis, how to prepare a report and make recommendations

We offer only practically significant knowledge, clear methods and specific tools, which you can use for future development of your business.



## TURNING FACTS INTO OPPORTUNITIES

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