



BUSINESS INTELLIGENCE SERVICES

COMPETITOR INTELLIGENCE

TURKEY



A European food retailer planning to acquire a stake in a supermarket in Turkey.

THE MARKER FLAG APPROACH

01 SOURCES UTILISED

On-the Ground Experts

- Interviews were conducted with a variety of local contacts expert in, and relevant to, the retail industry;

Reviews of secondary source material were conducted in the local language, including:

- Turkish and Russian media covering a ten year period;
- Turkish and Russian public corporate records and regulatory filings

02 ANALYSIS AND FINDINGS

Our investigation examined the strategies of competitors, organisational issues and key supplier relationships and enabled our client to select the ground on which to confront the competition. Such work is typically considered highly sensitive by our clients and thus is treated with discretion by our team.

Our findings provided the client with information about certain commercial advantages of their main competitors, in particular how cost advantages and a revised strategy might enable them to enter into a sustained price war.

03 QUALITY MARK

The local findings were verified by one of Marker Global's directors. Marker Global's main aim was to identify any risk areas – not identified by the client – that could impact on the successful completion of the transaction.

04 MARKER UPDATE

Our client received regularly updated analysis on their target company as well as any political changes that could impact the transaction timetable or the market share of the companies in their target's portfolio.

05 TIME TO COMPLETION

Four to six (4 to 6) weeks from the date of receiving the client's instructions.

Geographical scope of enquiries: Turkey, Russia.