



BUSINESS INTELLIGENCE SERVICES

EMERGING MARKETS

TAILORED RESEARCH



Marker Global research has appeared as the basis for articles in the Financial Times and our analysts are regularly invited to contribute to widely-read national daily news publications.

Introducing Marker Global Tailored Research

Marker Global provides a tailored research service across emerging markets. We customise our research to meet your specific requirements.

How You Benefit from Tailored Research

Raise your Public Profile with Thought Leadership

- Position your organisation as a thought leader with your clients and stakeholders by commissioning our unique insights and analysis driven reports and white papers.
- Take advantage of being armed with exclusive information to increase your organisation's media profile.

Critical Decisions based on a Competitive Edge

- You can call on us to help you assess the market potential for your products and services. What would demand be like? What should your positioning be? Are there barriers to entry that need to be overcome?
- Benchmark your business and gain insight into what your competitors are doing, their market share and what their strategies for growth are. Understand where they are weakest and where the opportunities for your business lie.

Turn Risks into Advantages

- Take steps to understand and alleviate risk whether it be political, economic or environmental. We help you to navigate your way in riskier emerging markets.
- Assess the likelihood of issues that could impact on your business at an operational level.

Enjoy Reading our Streamlined Research

- Marker Global research provides you with exactly what you need to know through a mixture of primary and secondary sources.
- Our reports employ a clean writing style with no unnecessary detail. Many of our consultants are from journalistic backgrounds. You benefit from excellent writing styles that do not require re-work.

In 2009 we were awarded Highly Commended, Consultancy of the Year. In 2010 our Managing Director was named by Management Today as one of the UK's top 35 businesswomen under 35.



Who We Are

Marker Global is an award-winning London head-quartered risk advisory consultancy. We specialise in emerging markets analysis. We are present in Eastern Europe, the Middle East, India, West Africa and Latin and Central America. Our clients are multinational companies that span the IT, pharmaceutical, energy, finance and media industries.



How We Do It

We have the capability to deliver on any size of research project. We are known for the calibre of our analysis and ability to turn around projects within critical time-frames.

Our highly-skilled consultants access an unparalleled range of primary sources to deliver exclusive information that will enable you to assess strategic opportunities and risks and keep at the forefront of leading thinking on emerging economies.

Our consultants are experts in their fields and their on-the-ground knowledge and contacts will provide you with information that you cannot obtain from anywhere else.

Email info@markerglobal.com or phone us on + 44 20 7402 3656 to discuss how our tailored research service can benefit you.

www.markerglobal.com

Locally-sourced and exclusive information used in this report appeals to a wide range of readers including media, researchers, and professionals.

Thought Leadership and Profile Building

To become a thought leader you need to be consistently producing research that is relevant, critical and current.

Many multi-national companies produce research on emerging market themes that builds their public profile and generates positive media coverage. Marker Global understands the breadth and depth of research required to position your organisation as having the credibility to comment on emerging markets for your industry.

The Research

We produced a report analysing the factors that contributed to China's rise to be a key client for Central Asia's oil & gas industry. The report details how China has become Turkmenistan's largest foreign investor within a short period of time, reversing the long-held Russian dominance of the country's energy exports.

The Sources

The report includes recent statistical data as well as locally-sourced information combined with independent analysis.

The Reach

The report is an essential tool for professionals, consultancies, government departments, regulatory bodies and researchers needing independent, up-to-date and in-depth analysis on China's interests in Central Asia.

A commentary based on the findings of the report was published in the Financial Times in December 2009.



Broader industry information from this investigation could easily form the basis for publically available reports to establish thought leadership and build brand profile.

Understand Your Competitors

Our research can provide you with the knowledge to make informed decisions about how to operate competitively in emerging markets. We can provide you with an in-depth understanding of the strengths and weaknesses of competitors, their market share, information on which to base market entry strategies, and ongoing updates of competitor activities.

The Client

Marker Global provided competitor analysis for a European food retailer planning to acquire a stake in a supermarket in Turkey.

The Sources

A large part of the report compiled by our team was based on locally-sourced information and interviews with people associated with or experts in the retail business. The report also used secondary sources including regulatory filings and media coverage from the past ten years.

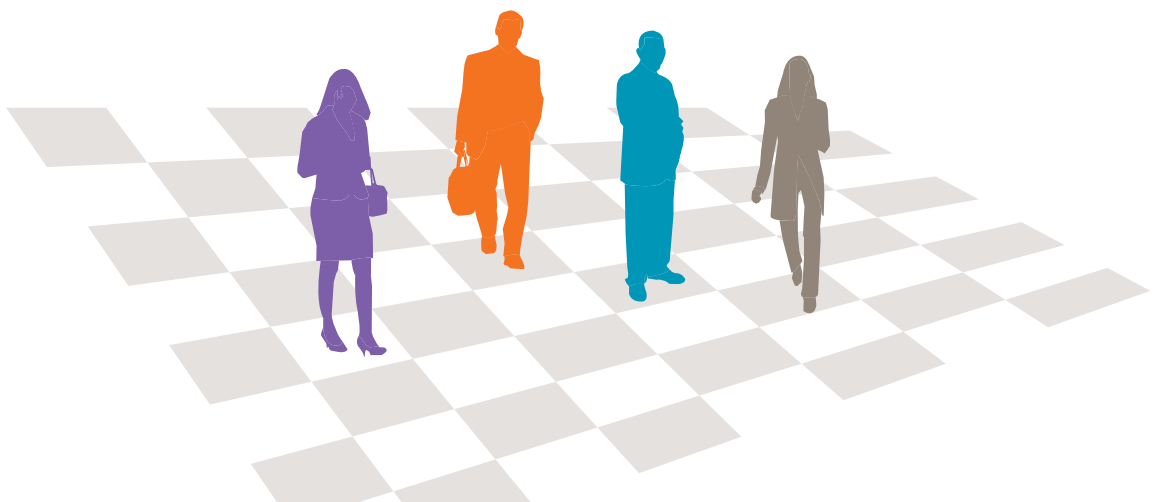
The Findings

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

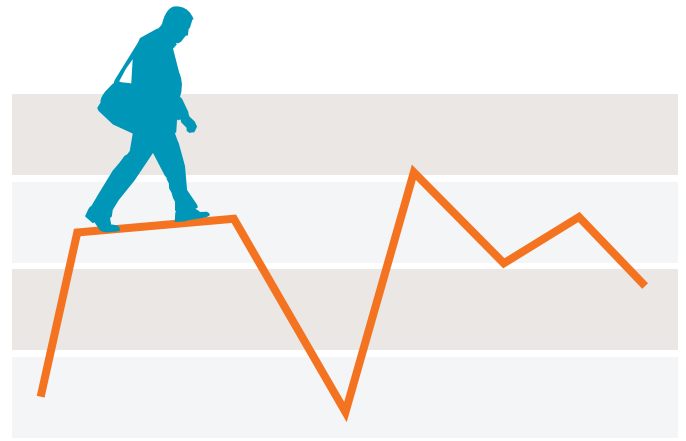
The Application

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.

Our client received regular analysis on the subjects and their companies as well as any political changes that could impact the transaction timetable or the market share of the companies in the subjects' portfolios.



With an in-depth analysis of the sector, our client now has exclusive information well suited as a basis for public profiling, PR and establishing thought leadership through white papers.



Mitigate Risk

Entry to a new market requires an understanding of the industry, the key players, opportunities for growth, barriers to entry and levels of risk. At a broader level it involves knowing the political and economic climate and cultural norms that impact upon business practices.

The Client

Marker Global provided an analysis of the oil and gas services sector to a Middle Eastern finance house who wanted to diversify its corporate lending into the provision of equipment finance and trade finance for the oil and gas services sector in the Gulf region.

The Scope

The analysis covered questions including how to define the market for oil and gas equipment, the main types of equipment and costs, the current financiers, dealers and their sales strategies, who the main decision-makers are in companies that could be interested and the best ways to access them.

The Methodology

The analysis used interviews with individuals working in service industries or for equipment dealers. To gain a broader view of the industry and the trends within it, we interviewed oil and gas journalists and other specialists in the sector. Due to the lack of publically available data in relation to the oil services sector, the report relied heavily on local interviews and independent analysis.

The Application

The analysis identified companies throughout the market in the segments researched to build up a strategy to capture this market. Segments were identified with high capital expenditure to provide the client with information as to the types of opportunities that existed for financing. We also covered issues such as barriers to entry and the impact of informal financing networks.

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