

HUMAN VALUE INTERNATIONAL

**COMPETITOR ANALISYS
& MARKET RESEARCH**

METHODOLOGY

humanvalue
INTERNATIONAL
www.humanvalue.eu

■ Summary

Human Value International represents a unique competitor & market research methodology in CEE and Mediterranean region from 4 countries (Bulgaria, Hungary, Romania, Serbia) focusing on the specifics of local markets.

Integrating our executive and key people search best practices we create the unique character of our methodology. During our research processes, our researchers constantly keep contact with the target group, the members of which are our strongest information sources. Due to structured interviews candidates always inform us about the hottest business news and the market specifications beside their personal situation and motivation.

With competitor & market research service we support you to make reasonable decisions about your corporate strategy.

- Our service is always customized to your specific needs.
- We are armed with relevant skills by more than 10 years of our experience of searching and selecting executive and key people. We have gathered solid knowledge of identifying the market players, professionals in key positions, personal skills and competences as well as SWOT analysis of your competitors.
- The unique point of our methodology is our human consultant position to convince your competitors to attend on personal interview.
- Our competitor & market research service assists you to make your decisions based on the hottest market information. The results of the our competitor & market research drives your business development into the right direction, cuts your risks and helps you achieve your goals.

■ Milestones of our business process

First step – defining and planning

Meeting our professionals assists you to identify the main focus of the research. Important factor of the project's success is homogeneous expectations of all members of the management regarding the requested outcome and goals of the research.

Second step – desk research, preparing project specification

The result of our quantitative research process is a social and human analysis of the targeted market. Still at this stage, we identify the market players and analyze the structure and characters of the human asset on your specific market using mainly primer data sources. Having structured market information we can plan our next step.

Third step – Qualitative research

Leveraging on our unique position of being independent human consultants in the European human market we keep continuous contact with the representatives and decision makers of your specific market. Our structured interviews are run by professional psychologists. Filtering and comparing peaces of information fine-tunes and brings to perfection the final result of our desk research.

■ Results of the competitor & market research

Our tailor made service gives you the following prompt information on your specific market:

- analysis of business processes of your competition
- best practices of performance evaluation and tendencies of salaries
- personal motivation and main character trends
- requirements of the key positions at your competitor
(for example: education, experiences, skills and capabilities)

■ Timing and duration

The duration of a competitor & market research project depends on the size of the specific market to be analyzed and on the specific goal of the project.

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