



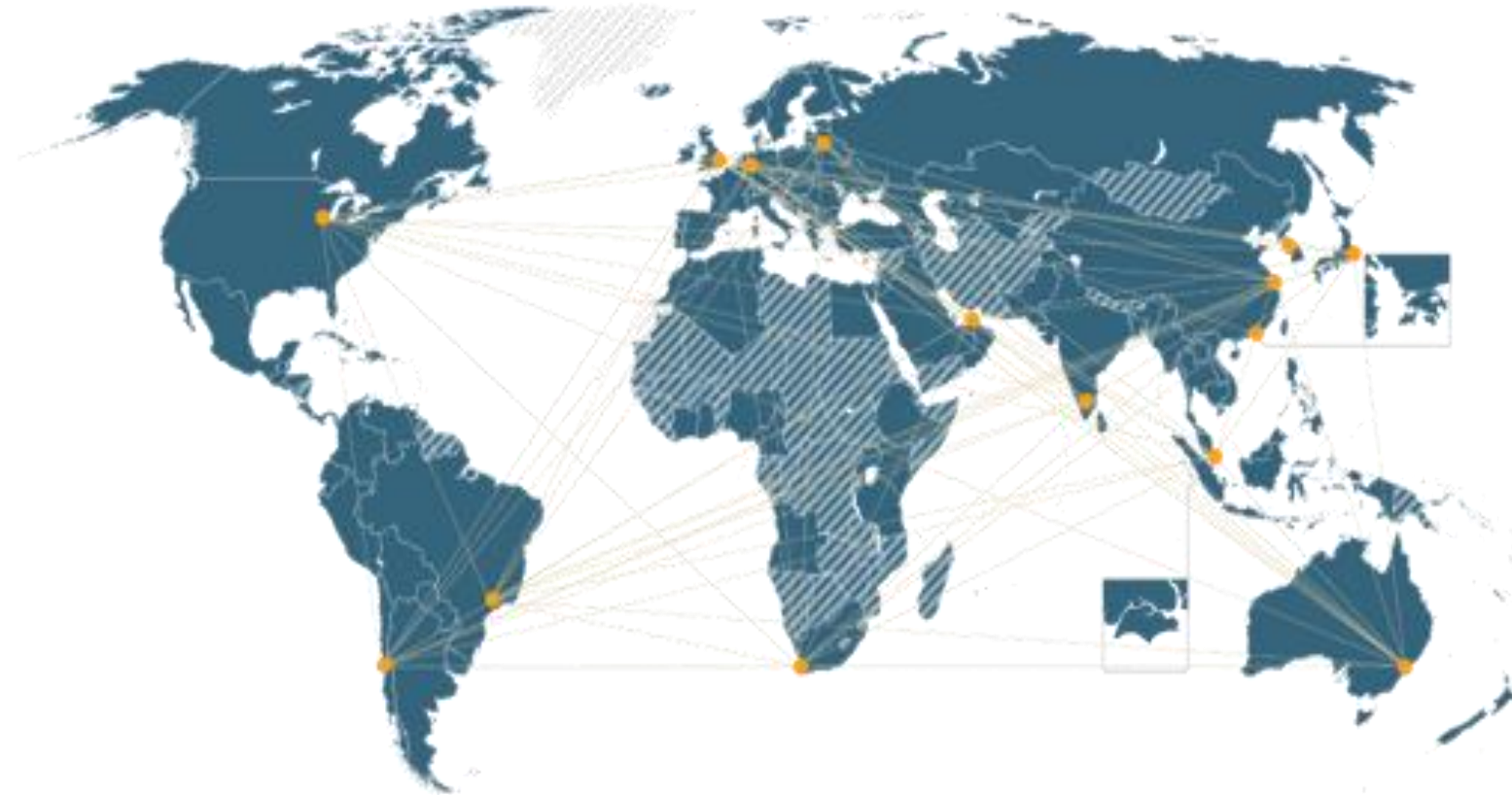
PASSPORT MARKET INTELLIGENCE DATABASE

PREPARED FOR ISTANBUL GELISIM UNIVERSITY

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TURAN MASIMZADA
BUSINESS DEVELOPMENT ACCOUNT MANAGER



● **15 OFFICE LOCATIONS**

London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, São Paulo, Hong Kong, Seoul and Düsseldorf

■ **100 COUNTRIES**

in-depth analysis on consumer goods and service industries

■ + ▨ **210 COUNTRIES AND TERRITORIES**

demographic, macro- and socio-economic data on consumers and economies

- Strategic market intelligence in 30 different industries
- Solutions: Reports, Passport Database Subscription and Consulting Services
- 1200+ on ground analysts in 100 countries researching industries & countries
- 15 regional offices and 100 countries
- Demographic and socio-economic data on consumers and economies for 210 countries
- 90% of Fortune 500 companies work with us
- 95% of Top 100 Business schools work with us
- 98% of our academic clients renew their subscriptions every year

Our Expertise/Research Methodology



ECONOMIES & CONSUMERS

- National Statistics
- Central Banks
- Government Ministries
- International Organizations

INDUSTRIES

- Productions/Trade Statistics
- Store Checks
- Trade Associates
- Trade Press
- Company Reports
- Broker Reports
- Trade Surveys

Quality Control

- Research
- Analyse
- Harmonise Definitions Coverage
- Cross Check Validate
- Estimate Model Forecast

DELIVERABLE

Geographic Coverage

Africa and the Middle East

Algeria
Cameroon
Egypt
Iran
Israel
Kenya
Morocco
Nigeria
Saudi Arabia
South Africa
Tunisia
United Arab
Emirates
Angola - N
Côte d'Ivoire - N
Ethiopia - N
Ghana - N
Tanzania - N
Iraq - N
Jordan - N
Kuwait - N
Lebanon - N
Oman - N

Asia Pacific

Azerbaijan
China
Hong Kong,
China
India
Indonesia
Japan
Kazakhstan
Malaysia
Pakistan
Philippines
Singapore
South Korea
Taiwan
Thailand
Uzbekistan
Vietnam
Bangladesh - N
Cambodia - N
Laos - N
Myanmar - N
Sri Lanka - N

Australasia

Australia
New Zealand

Eastern Europe

Belarus
Bosnia-
Herzegovina
Bulgaria
Croatia
Czech Republic
Estonia
Georgia
Hungary
Latvia
Lithuania
Macedonia
Poland
Romania
Russia
Serbia
Slovakia
Slovenia
Ukraine

Latin America

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Dominican
Republic
Ecuador
Guatemala
Mexico
Peru
Uruguay
Venezuela
Cuba - N
El Salvador - N
Honduras - N
Panama - N
Paraguay - N

North America

Canada
USA

Western Europe

Austria
Belgium
Denmark
Finland
France
Germany
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom






N – New Countries

Industries, Economies and Consumer Data



Consumer Products

-  Alcoholic Drinks
-  Apparel and Footwear
-  Automotive
-  Beauty and Personal Care
-  Consumer Appliances
-  Consumer Electronics
-  Consumer Health
-  Eyewear
-  Fresh Food
-  Health and Wellness
-  Home and Garden
-  Home Care
-  Hot Drinks
-  Luxury Goods
-  Ethical Labels
-  Nutrition
-  Packaged Food
-  Personal Accessories
-  Pet Care
-  Soft Drinks
-  Tissue and Hygiene
-  Tobacco
-  Toys and Games

Services

-  Consumer Finance
-  Consumer Foodservice
-  Institutional Channels
-  Retailing
-  Travel






Supply

-  Ingredients
-  Packaging

Economies

-  Business Dynamics
-  Cities
-  Economy Finance and Trade
-  Industrial
-  Natural Resources

Consumers

-  Digital Consumer
-  Households
-  Income and Expenditure
-  Lifestyles
-  Population

100 Countries

210 Countries



Passport

Euromonitor International



**EUROMONITOR
INTERNATIONAL**

ACADEMIC USE OF PASSPORT

For students to be ready “after school”

- Reach reports and data points for numerous industries, sectors, countries within a few clicks
- Improve the quality of your research by using an industry standard: Consumption data
- Compare your insights on consumption data with another industry standard: Production data
- Gain a wider global outlook by making most of our research derived from different countries by on-the-ground analysts

For academicians to enrich your research and lectures

- Using thousands of data points, or industry reports for their own research
- Adding industry and market discussions to the lectures by utilizing Passport
- Researching for their department and following related industries
- Creating lecture materials from dashboards, reports and data points
- Initiating partnerships between companies and faculty departments
- Gaining a wider outlook on macro-level by reading industry and country updates

For librarians to get support from your account manager

- Having all of your questions answered during your passport subscription
- Providing training support both online and onsite
- Sharing reports on usage statistics
- Providing information on new features and modules within Passport
- Expert support on specific questions related to industries and countries

Encourage commercial thinking

- Scenario planning
- Economic analysis
- Risk assessment
- Market entry studies
- Product and brand strategy
- Competitor intelligence
- Industry benchmarking
- Route to market strategy
- Supply chain management
- Marketing and advertising strategy

- Export strategy
- Consumer segmentation
- Customer profiles
- Consumer insight
- SWOT analysis
- PEST analysis
- Mergers and acquisitions evaluation
- Investment due diligence
- Forecasting



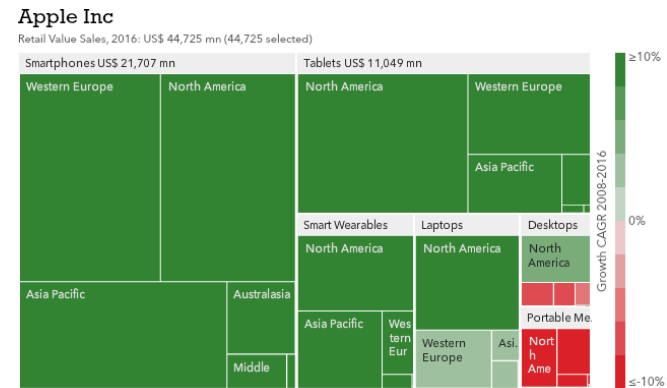
ACADEMIC USE OF PASSPORT: PASSPORT'S COVERAGE

Undergraduate, Graduate and PhD Level studies

International Business
Marketing
Management
Entrepreneurship
Economics
Finance
Trade
Logistics
International Relations
Foreign Affairs
Political Sciences

Social Studies
Supply Chain Management
Geography
Humanities
Anthropology
Hospitality and Tourism
Fashion
Packaging
Food Marketing
Health Studies
Engineering

THINGS TO DO WITH PASSPORT



Political, economic, social, technological (PEST) analysis

Understand the wider business environment, the ease of doing business, technological challenges and the political and economic risks associated with investing in new country markets.

- How easy is it to do business?
- What is the country infrastructure like?
- What are the barriers to successful trade?



Market entry strategy

Assess market demand across a wide range of industry sectors with internationally comparable market sizes, company shares, brands shares, retail distribution, pricing and product positioning statistics. Examine the drivers and constraints on industry growth using forecasts and forward-looking analysis

- How big is the market?
- How is it forecast to grow in the next 5 years?
- What is influencing demand?

THINGS TO DO WITH PASSPORT



Consumer segmentation

Analyze demographics, incomes, lifestyles, attitudes and opinions to become an expert on your target audience, Recognize what influences behavior and how it differs across nations.

- What is the size of the target audience?
- What does a typical family and household look like?
- Are there cultural preferences to be aware of?

STRATEGIC EVALUATION

SWOT: Apple Inc

STRENGTHS

Integrated ecosystem of products and services

Apple Inc has an unmatched line-up of media consumption devices and services that make up an ecosystem other manufacturers are struggling to match.

Loyal customer base

This ecosystem locks consumers within it, making switching platforms somewhat difficult. This coupled with the small number of alternatives has made Apple users very loyal.

WEAKNESSES

Limited product portfolio

Apple Inc has been able to maintain high margins with a narrow product range but this has left it open to risks from changes in consumer preferences.

Limited price range presence

Apple Inc's products tend to be priced higher than competing brands and the company has no budget range product lines, which limits its addressable audience.

OPPORTUNITIES

Wearable electronics

While Apple Inc has introduced the Apple Watch with plans to launch the product in 2015 but this category remains a long term prospect

Platform expansion

Content and services constituted 12% of the revenue in Q3 2014. Expanding iOS to in-car, in-home systems as well as payment would grow this high-margin revenue stream.

THREATS

Rival smartphone vendors

With sales of economy and mid-priced smartphones gaining share, Apple is competing with a growing array of vendors with an expanding line-up.

Declining iPad sales

Sales of iPads declined over two consecutive quarters in fiscal 2014 and without a significant overhaul of the model line-up are likely to continue doing so.

SWOT analysis

Benchmark industry and company performance against “best in class” to identify where growth will come from and commercial threats. Track and anticipate changes in the competitive landscape by evaluating strategies making companies successful.

- Which companies have the biggest market share
- Which categories, market and channels are performing well?
- Which new markets offer the best growth opportunities?

THINGS TO DO WITH PASSPORT INDUSTRIAL

Industrial analyses the industrial makeup of the world's largest economies. Industrial splits each economy into 177 industries, providing extensive cross-country and cross-industry comparable statistics and a strategic assessment by industry.

- Size any industry on a global, regional or country level
- Manage risks by analysing industry's growth and profitability
- Create informed sales strategies by examining concentration and fragmentation of the industry and leading companies
- Anticipate changes in B2B demand and adapt production to meet market needs
- Pinpoint industries most vulnerable to economic downturn
- Benchmark product performance relative to the industry average
- Identify key trends for the next five years for any industry

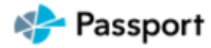


THINGS TO DO WITH PASSPORT CITIES

Cities are economic powerhouses in their own right. Examine investment potential across 1,150 of the world's major cities as well as less-obvious but fast-growing city economies.

- Reports analysing key trends and developments in 126 major cities in terms of economy, consumer lifestyles, housing and transport and city environments
- Statistical forecasts for GDP growth, CPI inflation, population by sex and broad age groups, number of households, consumer expenditure, disposable income and more
- Understand where wealth is distributed, how people live, spending priorities, transport infrastructures and city environments
- Evaluate the drivers of a city's economy and the macro-economic conditions influencing productivity
- Research urbanisation patterns, changing age structures and the effects of immigration and emigration





Search

Industries

Economies

Consumers

Companies

Help

ENTER KEYWORD



Search Full Tree

Get everything you need

CATEGORIES AND TOPICS



GO



Browse Tree

Explore a category or topic

CATEGORIES AND TOPICS



GO



Search Statistics

- Industries
- Economies and Consumers

CHOOSE INDUSTRY



CHOOSE CATEGORY



GO

Find Analysis

- Industries
- Economies and Consumers

CHOOSE INDUSTRY



CHOOSE GEOGRAP...



GO

Explore Dashboards

Select a dashboard for a visual and interactive way to understand high-level trends.

CHOOSE GROUP



CHOOSE DASHBOA...



LAUNCH

Saved Research

Access your saved searches and content.

My Downloads

Access any previously downloaded content.

CONTACT

TURAN MASIMZADA

Business Development Account Manager
Trade, Government & Academics
Euromonitor International

Dubai Silicon Oasis (HQ)
F-Wing Office 606-607
Dubai, UAE

www.euromonitor.com

turan.masimzada@euromonitor.com

Tel. +971 4 382 1033

Mob. +971 55 459 4140



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Thank you