



**ACTIVE
MANAGEMENT
CONSULTING**





ABOUT US

Key Benefits of Working with Us

- Feasible approaches adapted to local market conditions
 - Client-oriented and creative staff providing extra value
 - Staff capable of undertaking complex ad-hoc projects
 - Experienced in conducting market entry / sector studies and industrial market research
 - Flexibility, over-delivery and dedication
 - Full services from market entry to staff requirements for your business
 - Experience of managing business in Ukraine
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SERVICES

Industry Participants Research

Better understanding of your industry participants

A snapshot of most relevant current and historical business information, financials and key activities for companies of interest to you (competitors, potential partners & acquisition targets, etc.)

Our standard company profiles usually include key info such as:

- Contact details
- Legal status and ownership structure
- Business description (core and other key activities)
- Key historical developments
- Products and services
- Key financials
- Key employees
- Marketing strategy highlights
- Key strengths & weaknesses
- Partnerships and alliances

Market Research

Fully capture market dynamics

We assist you in meeting your business objectives by delivering accurate and reliable market analysis and industry insights.

A typical report includes information on:

- Current market size and historical growth
- Market segmentation (by product, region, customers etc.)
- Key market players and their market shares
- Usual price ranges and list prices for key players
- Profiling of key market players (product range, production capabilities, customer portfolio, distribution policy, financial performance etc.)
- Market opportunities, barriers to entry and critical success factors from the perspective of key industry participants (leading players, wholesalers & distributors, customers and industry experts)
- Key market drivers and market forecasts for the near future
- Most relevant legal framework

Market Entry Strategy & Support

Successful entry based on local insights & implementation support

After your company makes the decision of entering the Ukrainian market based on the valuable assistance of market entry studies, AMC identifies and evaluates the best alternatives of approaching the market in terms of presence, selection of partners, locating production facilities / offices and implementation of marketing mix.

Our support concludes with an objective analysis of costs and benefits of market entry strategy alternatives which eventually highlights the most feasible ones for obtaining highest return on investment; moreover, we can help in setting up the local office of your company and assist in negotiations with future partners (suppliers, etc.)

Marketing Strategy

Intelligent footsteps towards market success

Based on relevant market research findings, our strategic marketing planning generates the proper targeting and positioning of your products and services on the Ukrainian market and the best approach for turning the elements of marketing mix into positive market results.

Marketing strategies are the foundation of marketing plans, outlining the implementation of the most effective product, pricing, distribution and communication policies, given market opportunities available, targeted customers and chosen positioning.

Marketing Communications

You are what you communicate

From communicating corporate aims and objectives and campaigning on issues, to promoting new products and entering new markets, a planned, sustained and integrated communications programme will enhance and nurture the reputation of your business and strengthen awareness among your target audiences.

Our marketing communication services include:

- Marketing audits and analysis
- Business communications audits and strategy
- Planning and budget allocation
- Media selection, scheduling and buying
- Direct marketing campaigns

- Telemarketing
- Crisis and reputation management
- PR programme management
- Editorial news release and article writing services
- Internal communications
- Sponsorship and event management
- Web and e-business PR

Legal Support

Not only Murphy's Law works in business environment

AMC provides a framework for understanding the Ukrainian regulatory environment and the options available for structuring a new venture in Ukraine; policies, rules and regulations of the government of Ukraine we present in an easy-to-comprehend manner. AMC assists foreign clients in filing applications and obtaining the necessary approvals to commence operations in Ukraine.

Mergers and Acquisitions Support

A challenge offering unparalleled growth and profits

When most people refer to M&A work, they think about structuring, funding, and closing a deal. The real battle for "value" lies within the associated integration project. It is incredibly difficult to take two or more business units with different business cultures, processes, and reporting structures, and merge them into a single harmonious, productive entity. It is even more challenging to accomplish the feat quickly and efficiently. Faster integration means earlier productivity and an acceleration of financial results.

AMC can assist you to achieve quality integrations, quickly and efficiently, without sacrificing any of the quality steps that are necessary to retain and motivate employees.

Business Development

To implement your business ideas take our force

Through AMC consultancy services, we guide clients to take the right and logical steps to move from a 'business concept', to planning a regional launch to running and managing a live commercial practice in Ukraine.

We can establish contacts with Ukrainian companies interested in distribution agreements, representations or partnerships. After a selection is made, we arrange face to face meetings with potential candidates. AMC also will help you to find and rent an appropriate premises, hire personnel and start a successful business in Ukraine.

Human Resources Management

The most valuable resources of your company – human resources

AMC helps our clients to not only to reduce HR costs, but also improve the delivery of an HR strategy and enhance employee satisfaction with HR management.

We perform:

- HR audit
- Personnel effectivity improvement

- Executive search and personnel selection
 - Trainings and development of personnel
 - HR employee handbook
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PROJECTS PORTFOLIO

Main clients

Hockey Federation of Ukraine
Eventors Assosiation of Ukraine
Dnister bank
All Motion Group
"JEANS" mobile operator
Henkel Bautechnik Ukraine
MOTOROLA
HERZ Leasing
Meat-packing factory

Services provided

Business Plan for Hockey World Championship in Ukraine in 2014
Business strategy for 2009
Marketing strategy for 2008, HR policy, personnel motivation system
Business strategy for 2005-2008
BTL development strategy for 2004-2005
Trade marketing team training
Sales dealers team training
Business processes of sales and customer service description
Market research & product strategy, promotion strategy, sales team motivation program



CONTACT INFORMATION

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