

MARKET RESEARCH and CUSTOMER SATISFACTION

- CSIL experts constantly monitor international trends for selected industries (furniture and furnishing, lighting and appliances, building materials, and others). We analyse market opportunities in more than 70 countries.
- CSIL research offers business services aimed at informing decision-making processes and answering specific questions.
- Building on internal sectoral know-how and comprehensive dataset and a network of international experts, we provide updated and information for your investment decisions.

We assist you with..

- Market briefs
- Entry strategies
- Competition and positioning analysis
- Product trends and tests
- Product design strategy
- Customer or trade satisfaction
- Local development and clustering strategies

...and much more



...analysis



...strategies

Market Briefs

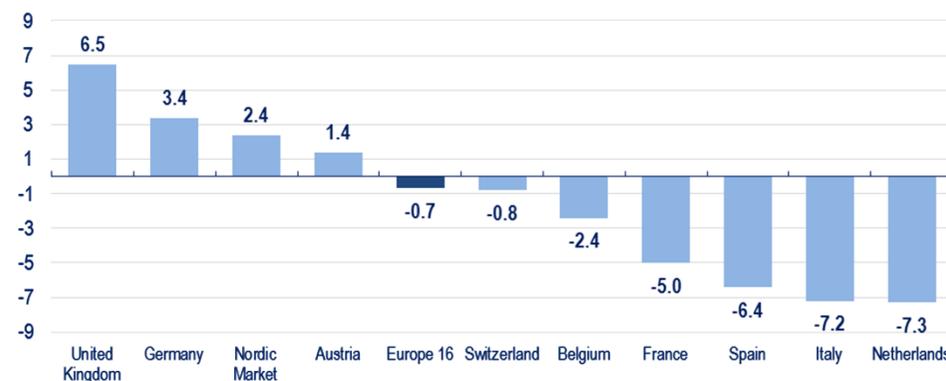
Issues we address: Bird-eye on a potential market with a specific sectoral or thematic focus, recent trends and expected short and long-term developments

Tools: Market information from CSIL database, desk research, secondary data analysis, selected interviews, econometric models.

Expected results: key information for the decision about the 'go or stop' in a new business field or country, fact findings for production, investment and sales planning

Some recent experiences: plywood in Europe; fluorescence lighting in Peru, bi-annual surveys for consumer luminaires, built-in appliances...

The European market for residential lighting. Sales variation 2013 on 2012 (*), by country. % values



Entry strategies

Issues we address: Supporting your strategy design in approaching a new market (which channels, investments, job recruiting, flagship products, purchasing process).

Tools: In-depth industry interviews, desk research, statistical data analysis.

Expected results: Recommendations on market entry strategy with action plan

Some recent experiences: OSB panel board, appliances in Saudi Arabia, built-in appliances in Portugal, office furniture in Brazil, OLED lighting in Europe, potential market for a furniture purchasing group, action plan for an Asian furniture manufacturer...



CSIL: Consulting in Bangladesh

Competition and positioning analysis

Issues we address: We track activities and initiatives of existing and emerging competitors, evaluating their impact and allowing the client to respond quickly and change their strategy. Company data are analyzed within the sector's scenario in order to understand its positioning, possible future developments and trends in market shares.

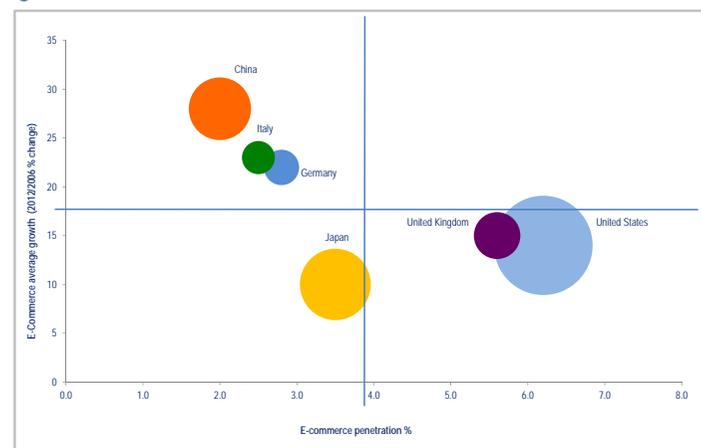
Tools: This is usually performed in three steps: company check up, market environment, competitor analysis. Key tools are in-depth interviews to industries representatives, desk research, secondary data analysis, statistics.

Expected results: database for the client's competitive intelligence, industry benchmarking, brand portfolio analysis, SWOT analysis.

Some recent experiences: Luxury kitchen furniture, kitchen franchising stores in several European countries, competitive positioning in the Brazilian office furniture market...

Source: CSIL estimates
Note: The dimension of the bubble is: market value in million US\$, the E-commerce penetration is: e-commerce lighting sales/total lighting sales.

E-commerce in the main markets. Dimension, penetration and average growth 2012/2006

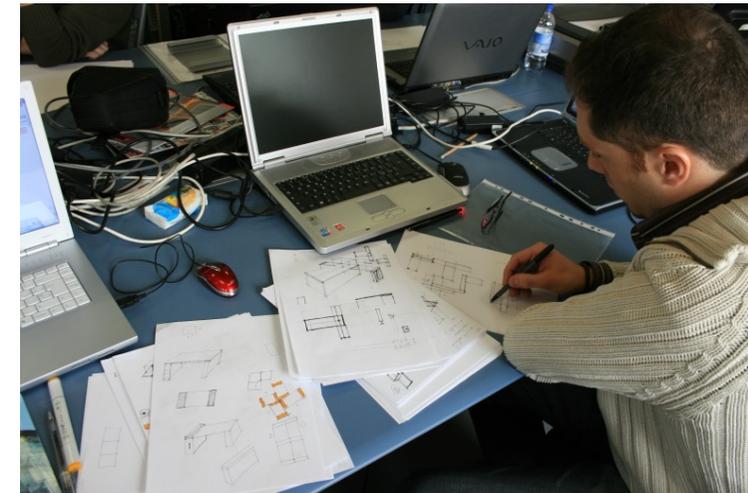


Analysis of product trends, product tests

Issues we address: Assessing the competitive advantage of products and selling strategy

Tools: Interviews with trade representatives, key testimonials ad trend setters, mystery shopping.

Expected results: distribution channel assessment, test new products in terms of prices and product features.



Some recent experiences: towels, bags, occasional furniture, upholstery, classical versus contemporary lighting, ayous tropical wood, ecological and standard thermoplastics, upholstery mystery shopping and pricing in selected European countries...

Product design strategy

Issues we address: Identifying the company guidelines for the future communication/product/service scenario, analysing design opportunities in terms of new products. Innovation concept design.

Tools: tailored made design laboratories, workshops and seminars involving R&D, Production, Marketing and Design managers

Expected results: design strategy, product/communication strategy, design research, design workshop training.

Some recent experiences: Recent clients include companies in Italy, Bangladesh and Thailand. CSIL Experts have also given training, workshops and consulting in Germany, Italy, Mexico, USA and in several Asian countries...



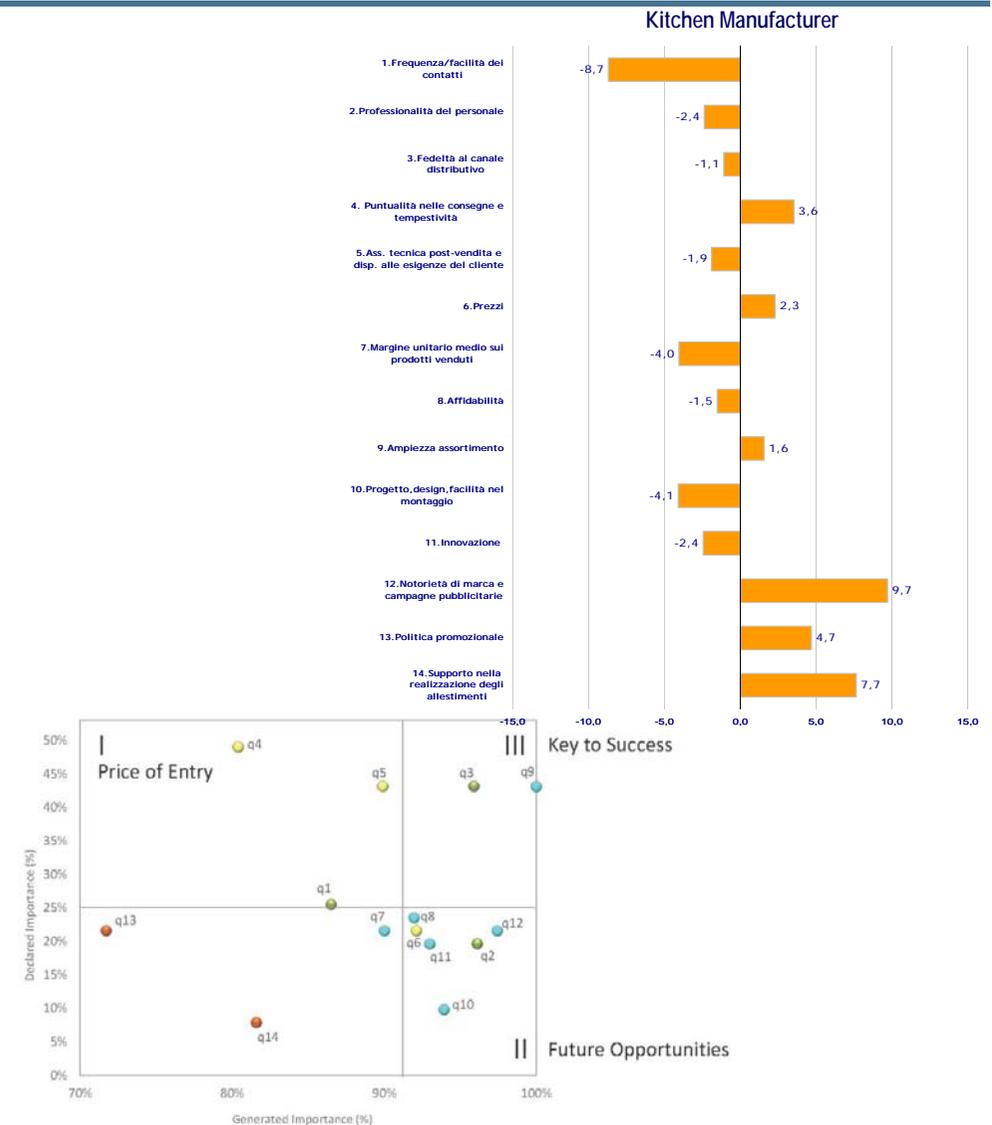
Trade and customer satisfaction

Issues we address: What is the degree of satisfaction of your customers or other relevant actors? And, more importantly, what are ingredients affecting the most their implicit or explicit satisfaction?

Tools: Survey data coupled with advanced methods and tools for processing survey data: Bayesian networks, CUB models for explaining feeling and uncertainty, Rasch models, decision trees, non-linear principal component analysis, multi-dimensional scaling, Control charts applied to customer surveys.

Expected results: Monitoring a business and its drivers, to decide how and where improvement initiatives should be launched

Some recent experiences: Upholstered furniture, kitchen furniture, built-in appliances, design oriented consumer lighting...



Local development strategies and clustering policies

Issues we address: Development planning of local productive systems and group of companies for development agencies, consortia, and institutions

Tools: Supply and Demand Analysis, potential and actual market, strategic analysis of competition, SWOT Analysis, technical assistance for clustering policies, stakeholders mapping.

Expected results: analysing development policies (legal framework and projects) as well as production factors, comparative analysis of local productive systems.

Some recent experiences: Several districts in Italy, Latin America, Turkey...



Do not hesitate to ask your research questions to our custom service and we shall contact you in the next 24 hours

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