



# Sinergy<sup>+</sup>

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*“Sinergy Consulting was founded in response to industrial global companies requiring relevant intelligence reports about their markets and products. Our strength is the thorough understanding of our customer’s needs of market taking”*

Our focus is to work side by side with and for them, creating transparent and mutually beneficial relationships aiming to become their information partners in the long term.

The cornerstone of our ideology is based on three points:

## ***Our Mission***

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Sinergy Consulting is a global company with a strong belief in Social Responsibility, **committed to be the most reliable market intelligence consultancy in the industries we analyze** in the interest of our clients and partners, employees and stakeholders.

## ***Our Vision***

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To be known as a **high quality, enthusiast and honest** company that delivers our partners with accurate and valuable strategic information.

## ***Our Values***

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### ***- Innovation:***

New ideas and practices are the main element to achieve success in a global

market. We promote and develop new methods and encourage all our staff to be proactive and share their new ideas to support the creation of solid partnerships with our clients.

### ***- People passion:***

Employees are our main assets. Their talent and dedication guarantee our success as a company, and we encourage them to do their jobs following our code of values and share efforts and knowledge in a teamwork environment, in order to exceed our partners’ expectations.

### ***- Global and local:***

Being a global company working close to local markets allows us to truly identify the main players in each of them and understand the way of doing business in each specific industry.

At the same time, our global focus allows us to compare and have a wide vision, find the strengths and weaknesses in every local market, and provide precise information based on a mixed approach strategy.

# Our Methodology:

***“Working side by side with our clients throughout all the phases of our research becomes the key for accuracy”***

The market intelligence behind the process design is the key to obtain precise and optimal strategic results. A correct shaping of the mental processes to be applied, well designed information gathering methods, and a comprehensive use of information technologies are our main factors to deliver top quality studies that have proved to be a highly effective tool for competitive success.

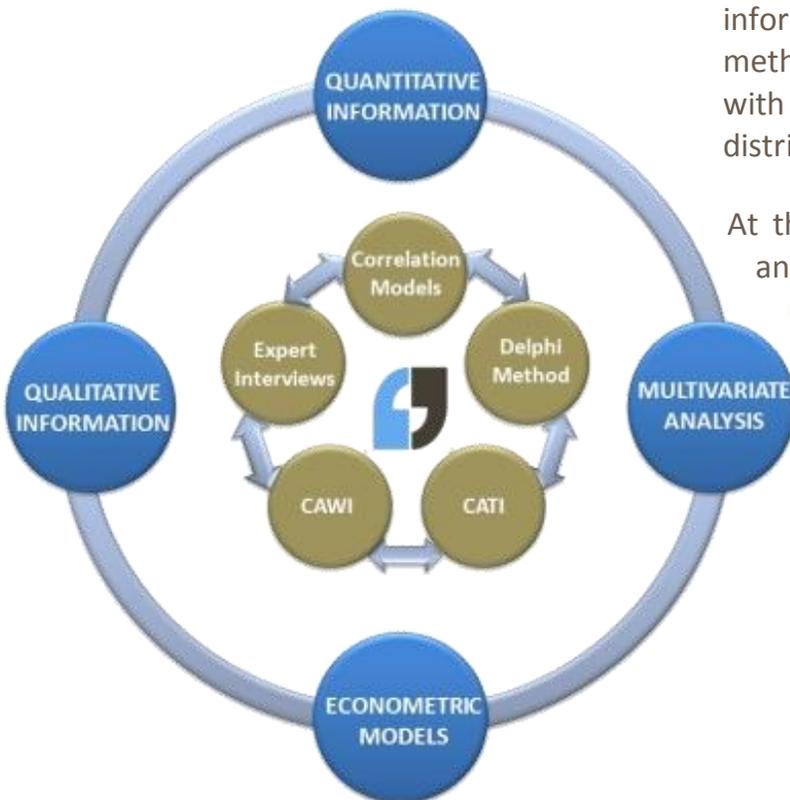
Our studies are tailored to the customer or market needs, depending on the case, and our focus is the design and use of a correct methodology for each particular case.

Our consultants obtain the information through quantitative and qualitative processes everything depending on the information needs and requirements. Some of them are:

- ***Expert Interviews***
- ***Focus Groups***
- ***Mystery Shopping***
- ***Questionnaires with CATI and CAWI***
- ***Estimations based on econometric models***

Quality control is a must. As the study advances we analyze and crosscheck all the information we get. Using the Delphi method, the information obtained is tested with producers, associations and distributors.

At this point the information refines itself, and our team starts to shape it to finally resemble reality, reaching a point in which strategic conclusions take place.



# Our Studies:

***“Our Industry Reports are Annual Multi-Country Panel Studies focused in a specific industry or product”***

They are carried out by Sinergy and available for every organization or particular willing to buy it.

All the studies we make have a common objective:

***“Offer the best reports in each industry”***

We use our own methodology based on a comprehensive primary and secondary sources research, supported by multivariate analysis methods.



***“Our Ad-Hoc studies are highly targeted projects tailored to provide market information according to a company’s specific needs and objectives”***

Our research techniques are adjusted according to the client’s requirements and the complexity of the project.

All the work we deliver will always fulfill high quality procedures based on relevant methodology and an active communication with our customers in all the phases of the study.

The information and results are treated with the highest confidentiality in order to protect our customer’s interests.

Our Ad-Hoc offer comprehends:

- ***Focus Groups***
- ***Expert Interviews***
- ***Brand Awareness***
- ***International Markets Prospection***
- ***Company Benchmarking***
- ***Distribution Analysis Reports***
- ***Consumer Analysis Reports***
- ***U & A (Uses and Attitudes)***

# Social Responsibility:

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***“We believe in Social Responsibility as the heart and soul of an organization. Our aim as a company and as members of a community is to work actively and hand by hand with the different stakeholders that surround us in order to promote a fair world and respect for the environment”***

This is an ideal we share as a company and we aim to involve our clients and employees in it.

Our commitment is to convert our work into a tool that embraces this with two key points:

## ***NGO Cooperation***

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We partner with different NGOs in educational projects in Latin America donating part of our annual benefits. Our aim is to involve our customers in this process. One step at a time, we can help the already existing efforts to create a fairer and better world.

## ***Environmental Responsibility***

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Environmental responsibility is an obligation for us. Being a company dealing with an ever growing number of industrial companies that become aware of the need to develop sustainable and environmentally responsible work processes, we play a dual role:

***“Following these companies and setting an example for the ones that have not moved forward towards the conservation of our planet”***

This is why we implemented measures that respect the environment.

- We use energy saving procedures in our work centers, servers and terminals.
- We deliver our reports in digital supports and recycled paper in an attempt to minimize environmental impact, and follow general recycles procedures in our work centers.

Hopefully, this will only be the beginning in our effort to provide our services in a way that helps the preservation of the environment.

# Contact:

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If you wish more information on the solutions we can provide to your company we can be contacted in many ways, please find the one that suits you the best.

## Telephone:

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