



**FUTURE VIABILITY IS  
OUR COMMON GOAL!**

**We have the right  
instruments**





# WE ACCOMPANY YOU SUCCESSFULLY INTO THE FUTURE!

HAGSTOTZ + ITM  
RESEARCH & CONSULTING

◆ Competent consulting and market research

**Partnership with added value!**

#### **Your questions**

- You like to know how your target group, customers and employees work and how you can ensure future success, customer satisfaction and customer loyalty?
- You have many approaches and knowledge in different places in the company, but no uniform overall picture?

#### **Our answers**

- Together we create your knowledge map and put together the required information.
- We support you professionally during the choice of suitable and appropriate instruments and at the execution.
- Appropriate strategies and operational implementation ensure your sustainability.



**Knowledge creates competitive advantage!**

**Reliable answers –  
Professional implementation**

# WE PROVIDE SOLUTIONS!

HAGSTOTZ + ITM  
RESEARCH & CONSULTING

✦ Sustainability

## You set the course!

### Individuality

- Tailor-made solutions bases on your initial situation

### Functionality

- Practical and pragmatic implementation of the results

### Ability to compete

- Best practice for your company and your brand

### Lasting success

- Monitoring the effect of your campaigns and measures



Meet challenges together!

Basic understand for  
future issues

# WE ENCOURAGE PERSEVERANCE AND DYNAMIC!

✦ We provide insights - trends - understanding of the market

## Our focus topics as guidelines!

### Insights

Knowledge and understanding of the target groups that represent your business success:

- Customers
- Potential customers
- Employees
- Senior management

### Trends

Changes and developments that are vital for your plans and actions: We help to recognise trends and to make the change.

### Markets

Innovative products and services, structures, competition and potentials - decisive for your marketing success.



Orientation and perspective in changing markets!

**Understand content, trends  
and markets**

# WE DEVELOP YOUR STRENGTHS!

✦ Our services

## In Focus: Pragmatic implementation!

### Market Research

#### Quantitative market research

- Surveys of customers, employees, managers
- Visitor surveys
- Open and hidden test purchases

#### Qualitative market research

- Group discussions
- Content analyses
- Explorations and in-depth interviews
- State-of-the-art apparatus procedure

### Analysis

- Customer typologies
- Market segmentation
- Forecast models
- Driver analysis

### Consulting

- Change management
- Management development
- Brand-building and management
- Competition monitoring
- Cockpit: Dashboard for managers and marketing
- Topic-specific seminars and workshops
- Marketing management and development



**Market Research - Analysis - Consulting:**  
Based on your questions!

**Solution-oriented consulting**

# WE ACCOMPANY YOU BASED ON PARTNERSHIP!

◆ Your contact person

**We are looking forward to you!**



**Prof. Dr.  
Werner Hagstotz**  
Partner & Consultant



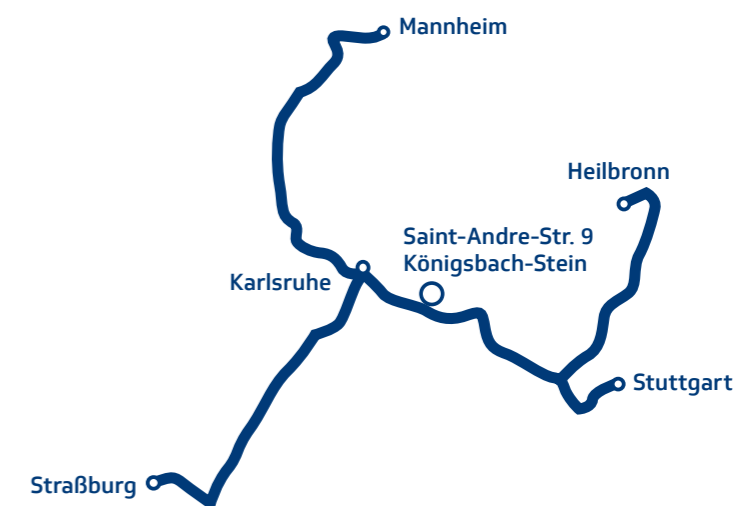
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SOLUTIONS

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