


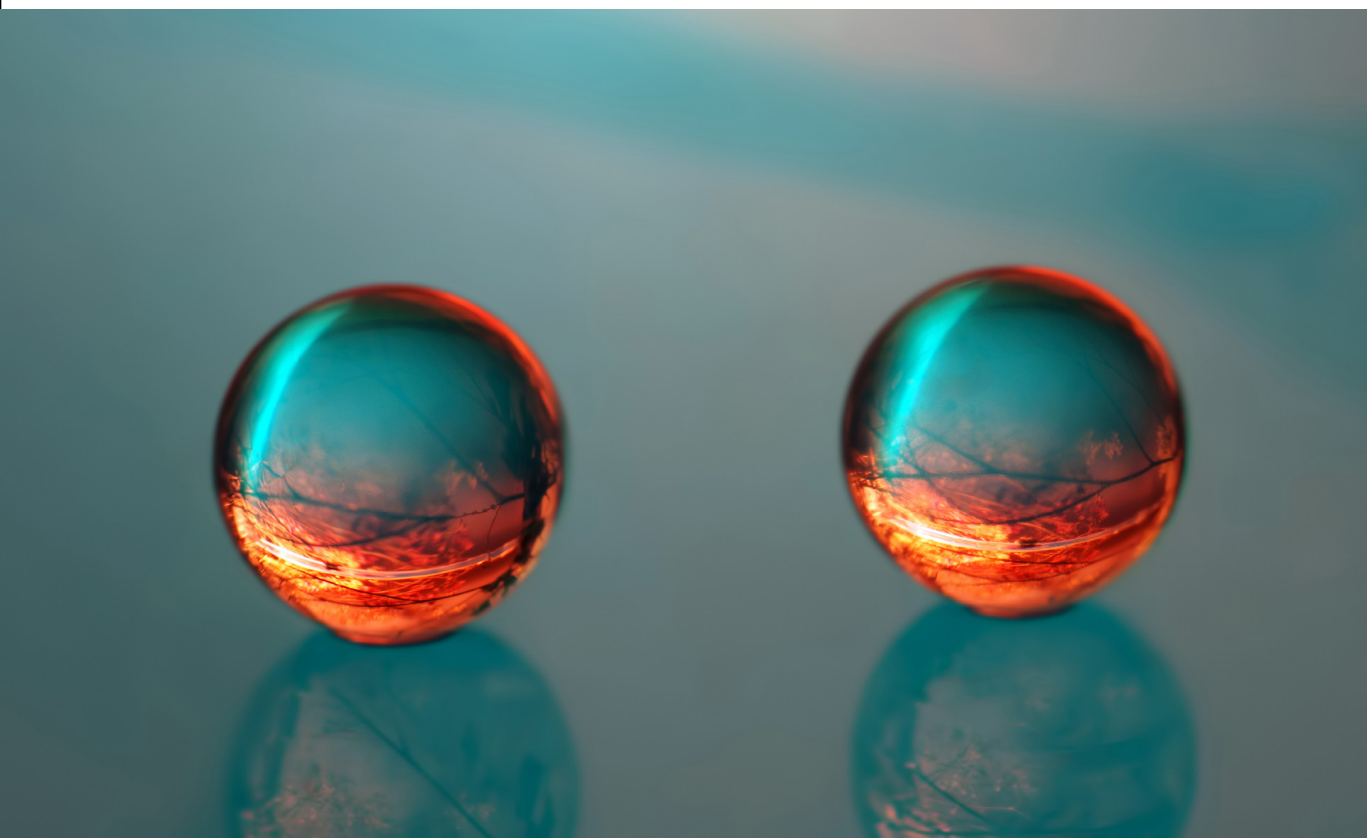
# Competitive Intelligence



Quantified  
Independent  
Affordable.

# Table of Contents

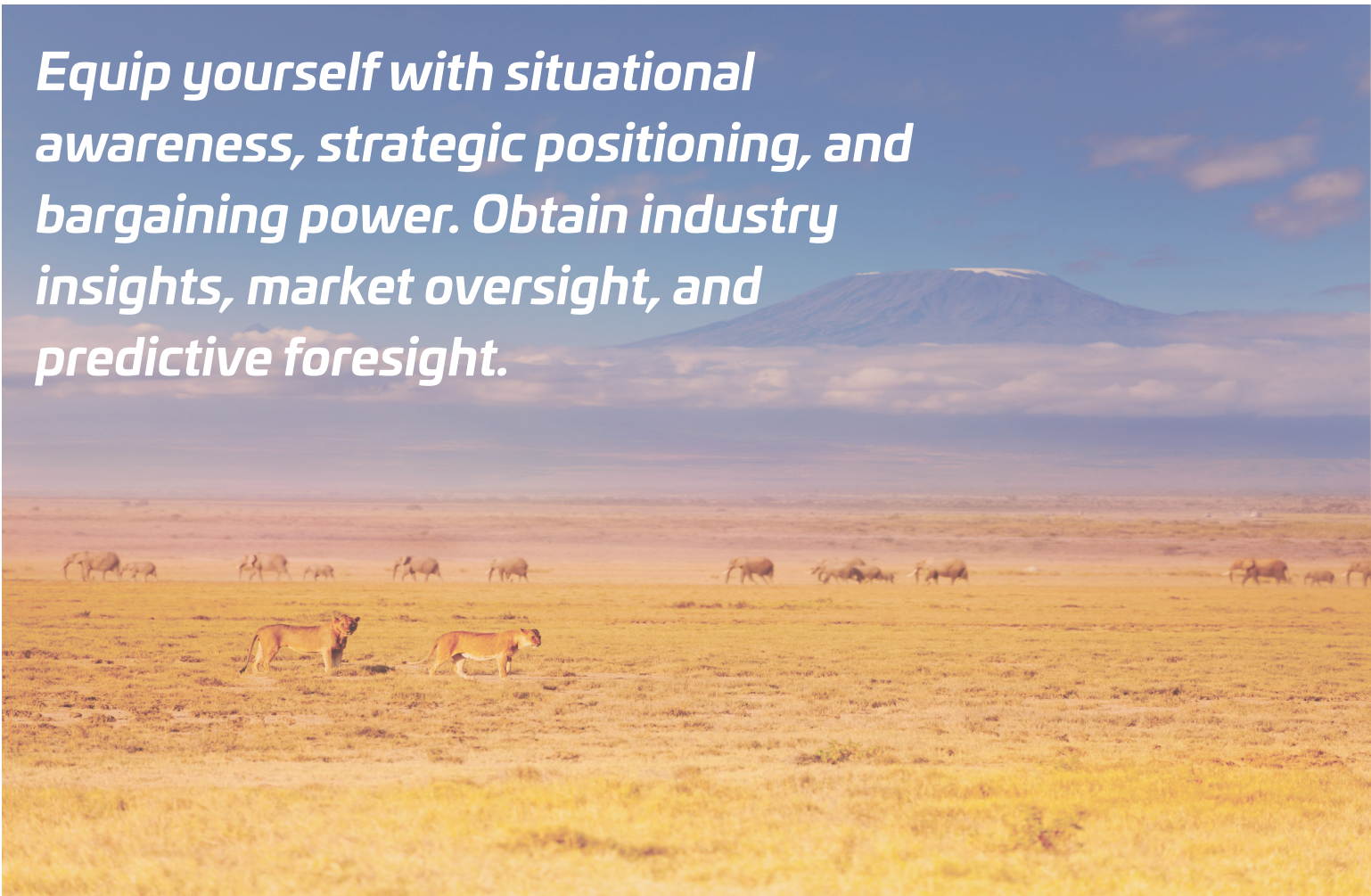
Context	1 - 2
Our Solutions	3 - 6
Your benefits	7 - 8
Applications	9 - 12
International presence	13
Our Research Methodology	14
About EngineerOnomics	15 - 16
Our Profile	17
Contact	



Deep structural industry dynamics and conditions within your external business environment are constantly posing risks to your business continuity, economic survival, and financial security. Industry consolidation through aggressive decade long mergers & acquisitions have created enormous competitive barriers. Speed of innovation and shorter product life cycles lead to the fast commodification of products, rendering your commercialization efforts obsolete. Automation constantly threatens to disrupt the sustainability of your business model or employment opportunities. Standardization of product applications are reducing diversity in consumer choice. Frantic digitalization and legacy software systems are threatening your privacy and creates vendor lock-in effects such as switching costs, diminishing your economic freedom in the process. Centralization and globalization are leading to the entanglement and concentration of competitive power, crippling independence and objectivity.

At the same time, a never ending obsession with efficiency has created an army of specialists in your industry workforce who are not capable of understanding what is happening outside of their narrow niche in other fields of knowledge. Business education based on the school of scientific management has trained a class of managers to focus exclusively on internal organizational operations, losing sight of the critical wider business environment. Pervasive specialization and a lack of systems-thinking capabilities have seriously handicapped and possibly paralyzed organizations and individuals to cope with modern entrepreneurial challenges. Destabilizing political economic developments within your competitive landscape make your ability to create sustained growth, obtain return on invested capital, and achieve profitability more uncertain, unpredictable, and complex. Against this backdrop your organizational existence is continuously at risk. So how do you survive in markets where the fundamental laws of economics have been flipped upside down? How do you securely make business plans in an environment where supply demand mechanisms have become so distorted? How do you sufficiently keep track of industry evolution to be able to take appropriate actions on time?

***Equip yourself with situational awareness, strategic positioning, and bargaining power. Obtain industry insights, market oversight, and predictive foresight.***





Crises decrease business confidence and increase the likelihood of higher industry coordination costs and transactional failures, damaging industry attractiveness. The myriad and sheer size of industry drivers have now become too complex to oversee intuitively. Over-confidence in one's own capabilities often leads to costly errors limiting your ability to create successful win-win business transactions for the benefit of your organization and for the economic health of your industry in its entirety. Competitive research and analysis is one of the two pillars of strategic market research, besides customer research. Whereas an internal organizational focus could be sufficient for a customer orientation, adopting a competitive perspective necessitates an external contextual business focus for an inside-out industrial analysis.

In a world of more open competition and relentless change, it is more important than ever to think comprehensively and systematically about competition, adopting a vision that goes well beyond your immediate direct and established rivals. To assess industry health and to answer questions about how and where the competitive fight should be conducted in terms of products, services, markets, and geographies, you need to gain knowledge of the underlying sources of competitive rivalry within your industry. A high-performance strategy formulation, strategic planning, product development or investment decision making process requires advanced intelligence that is objectively reliable. Having a continuous environmental monitoring and research process in place is vital for understanding the critical strengths and weaknesses of your organization compared to your competition.

Every professional self-respecting organization knows the value of strategic market intelligence. Doing market research and analysis is crucial for achieving sustainable advantage, but it is also a tough undertaking. It is a challenging and arduous process to persuade relevant stakeholders to participate in your market research or to access senior level corporate decision makers in an affordable way. Once reliable data is collected, a tedious process of ordering, assessing, and profiling the data is awaiting you. We are experts in conducting quantitative and qualitative data collection, devising industry assessments, and offering visually appealing easy to comprehend competitive intelligence, for competitive prices.





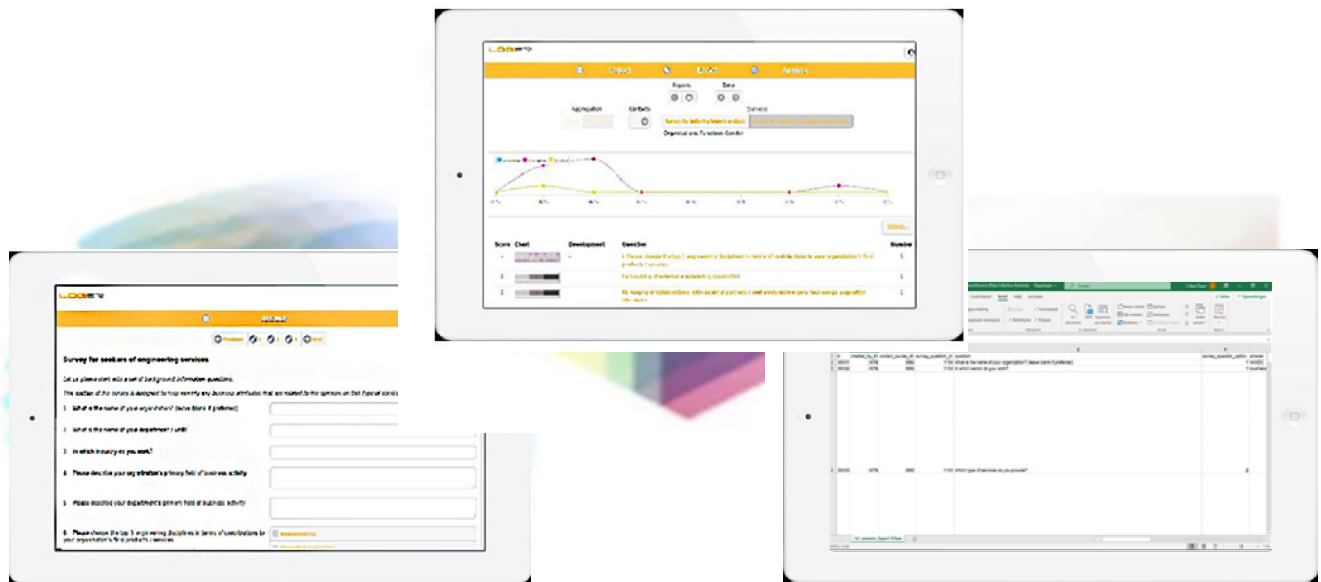
# Our Solutions

**EngineerOnomics Market Research & Publications®**, part of Löger Group, is specialized in the in-house development and sales of proprietary industry-market reports that deliver competitive intelligence, strategic positioning, and bargaining power to Small- and Medium Sized businesses, Emerging Market Country firms, and beyond.

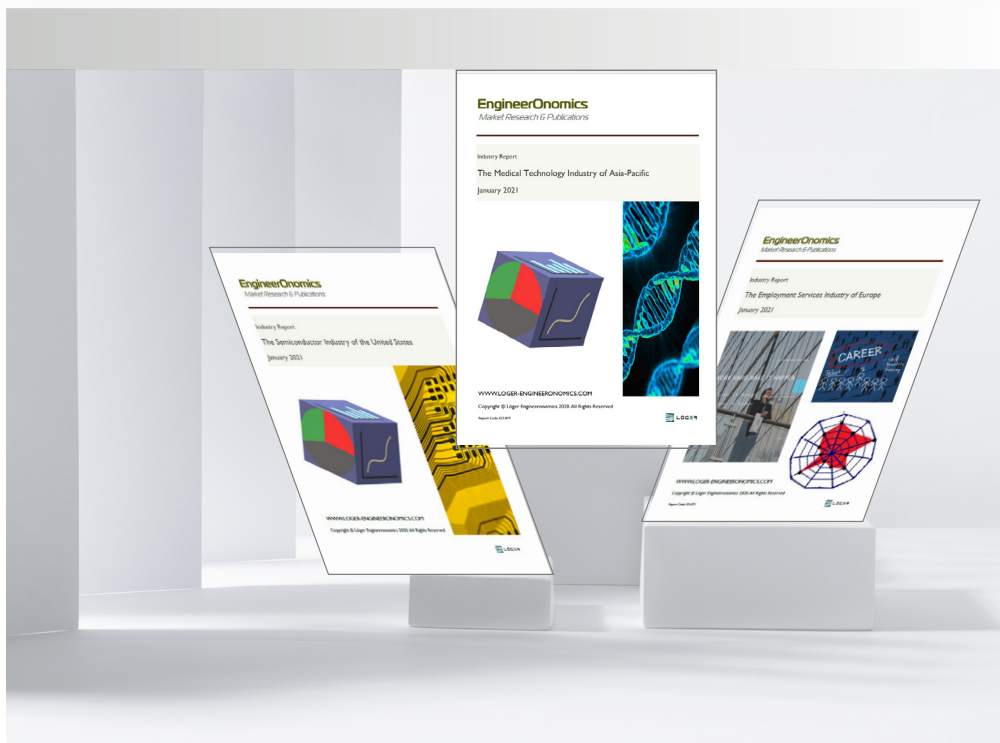


Our reports contain our widely acclaimed Porter's five forces analyses, economic market forecasts, and key financial ratios belonging to the main players of the covered industry. Featured industries include engineering intensive- as well as business services oriented industries within developed- and emerging market regions.

Our in-house **Data Collection, assessment and profiling portal** represents the backbone of our competitive intelligence capabilities, allowing us to conduct market research, assess data, and create data visualizations with scope and scale. EngineerOnomics industry-market publications serve as a snapshot scan of your complex competitive landscape, enabling you to strengthen your strategic positioning, situational awareness, and bargaining power. Our affordable external business environment analyses provide you with the needed material to continuously anticipate market developments, boost your predictive decision making, and improve your competitive advantage.



Visit our in-house **data portal** webpage to see how it can meet your market research needs

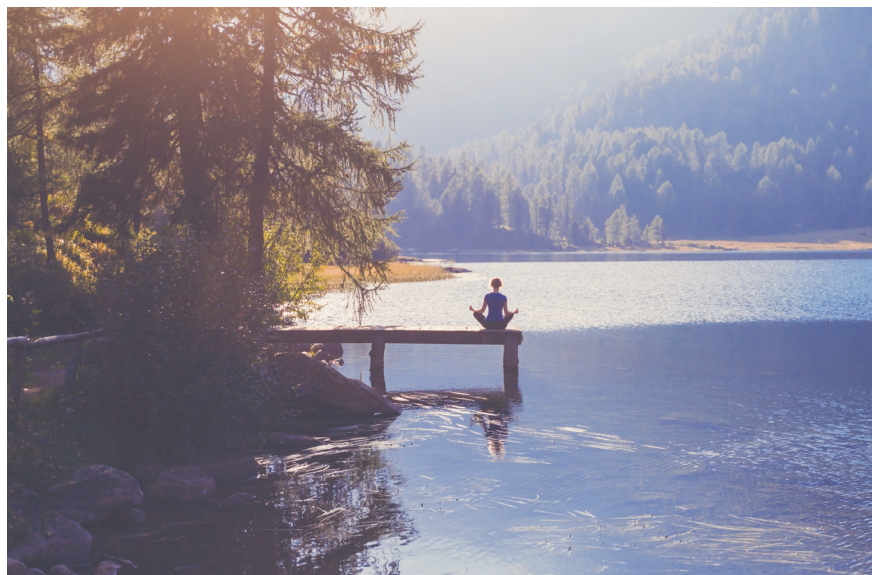


Our dedicated market research publications **webshop** contains more reports and information



## EngineerOnomics enables you to

Own scarce commercial data that is not freely available on the internet. Sharpen your understanding of industry competition through our Porter's five forces model analysis. Equip yourself with sophisticated and predictive contextual industry - market analysis devised by some of the best minds in market research & forecasting. Harness our key annual ratios to assess the financial health of industry players, and to get to the core of industry profitability. Focus on customer segments overlooked by your competitors. Inform yourself about your supply chain partners to develop your uniquely differentiated value propositions. Boost your bargaining power and uncover opportunities for strategic alliances.





## Our proprietary market intelligence publications feature the following commercial data and analysis:

All-in-one package with sophisticated **industry profiles**

**Five forces analysis** and quantified ratings of the driving factors behind their competitive power

Calculated **key annual financial ratios** and industry **forecasts**

Correctly delineated and standardized **industry definitions** and **industry structure** classifications

Appealing easy to understand layout and **visualizations**

**Macro-economic** & Socio-economic **statistics**

including charts, graphs, tables, scores

**Broad** sector and geographic **coverage**

**Real-time** industry monitoring data derived from our in-house data collection portal

Industry-wide **financial analysis** and industry **benchmarks**

**Supply chain analysis** overview including product development processes, technology, financing models

**Strategies** of industry leaders, incl. **mergers & acquisitions** and partnerships

Measured competitive **strengths and weaknesses** of leading players

Insights into industry **opportunities and threats**

Accurate market **risk scoring** and growth **rating**

Public policy, regulatory and **geopolitical insights**

An overview of the main **interest groups** within industries

**Human Resource data** of senior industry leading employees

**Perspectives** from executive **decisionmakers** across industries and markets

Exclusive **surveying, polling, and interviewing** findings

A fine-grained **balance** between quantitative and qualitative analysis





# Benefits

*Revive your market knowledge and regain back competitive control. Free yourself of the day-to-day operational grind and see the bigger picture. Reorient your gaze and explore outside of your organizational boundaries. Capture value and monetize your industry know-how. Jumpstart your go-to-market launch with competitive advantage.*



Saves up **resources**. Not having to develop resources and capabilities for market research saves you time in manhours and costs, allowing you to concentrate on higher value adding activities.



Predominantly **qualitative research**. Combined qualitative and quantitative industry analytics allow for a deeper thinking about structural industry dynamics as opposed to solely relying on the dull and speculative financial projections and trend estimations that dominate today's investment analysis.



**MIFID II** compliance. Independent objective investment equity research requires decoupling of research from trading execution practices, preventing conflict of interest, allowing you to be compliant with the MIFID II directive.



Avoid **disruption**. Accurate definition of the market allows you to take into consideration all the players that impact on your ability to make profit, leading to an accurate positioning which prevents you from being disrupted by an "outsider". If at all, it allow you to be the disruptor by having a thorough understanding of the competitive landscape.



**Win-Win** transactions. Industry intelligence acts as a lubricant for efficient optimal industry wide transactions. It strategically aligns organizations with the same interests, by lowering transaction costs, and expanding the overall profit pool, while avoiding bitter economic warfare.



**Uniquely differentiated value propositions**. Knowing what the competition does enables you to eliminate waste or duplication and allows you to offer a differentiated value proposition.



**Shareholder & Stakeholder Value**. Assessing industry potential and health for market entry-exit or investment decisions. Increases shareholder or stakeholder value.



**Monitor** market developments. Exclusively relying on internally generated historical data can be risky, short-sighted, costly, and inefficient. Instead, we provide real time intelligence of your external business environment..



Improved **decision-making**. Accurate forecasting improves decision-making and reduces supply chain planning errors.



Aligned **Information Systems**. Intelligence that can be seamlessly used as data input directly feeding into your strategic planning information systems (CRM/ERP/BI/SaaS/CPM).



Confident **pitching to investors**. As a start-up entrepreneur be well prepared about the ins and outs of your start-ups competitive landscape to convince investors of your competitive advantage and profit potential.



## Userfriendly layout

No-nonsense reports with no noise to sift through. No fancy digital bells and whistles for which you have no need. All essential info assembled centrally, with clean appealing layout

## Accessible Technology

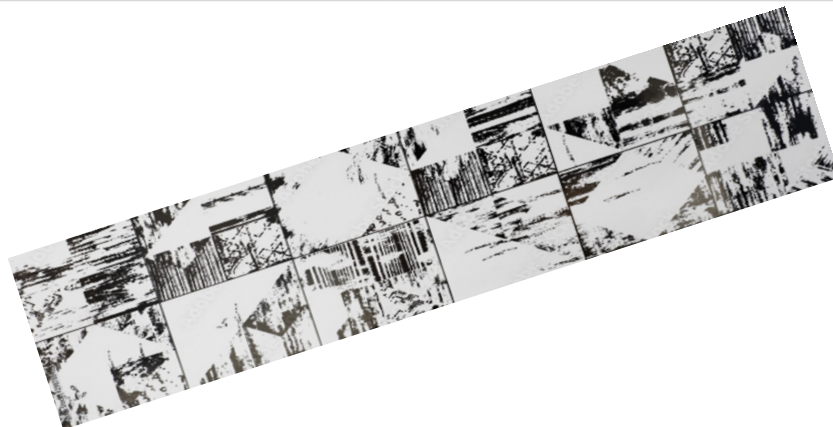
No expensive cloud or SaaS based BI software programs required so that your data privacy is protected and your freedom is not compromised by technological lock-in effects

## Affordable Pricing

An affordable accessible offering, with an unrivalled uniquely differentiated pricing policy for Small and Medium Sized Enterprises as well as discounts for emerging market country organizations

## Differentiated Proportional Pricing for SMBs & EMBs

SMEs €95,-	Non-profit €195,-	Large enterprises €395,-	BRICs -26.5% off
Companies with up to maximum 250 employees globally	Educational sector. Academia	Companies with more than 250 employees globally	Brazil; Russia; India; China
Freelancers	Non Governmental Organizations (NGOs)	Investors, Traders, Finance Sector Research and Consultancy Firms with more than 25 employees globally	Argentina
Self-employed	Subsidized public sector organizations: healthcare, culture, sports etc	(Semi-)Government bodies	Indonesia
Start-ups		Political Organizations. Commercial Interest Groups. Think Tanks	Mexico
Job-seekers. Unemployed			South Korea
			Thailand
			Turkey
			Other Emerging Market & Developing Countries



# Applications

## ***Small & Medium sized Businesses and Emerging market country firms***

With our market research publications, our main mission is to benefit small and medium-sized Enterprise owners, freelancers, or organizations in emerging market countries. The trends of consolidation, standardization and so forth are particularly unfavorable to Small and Medium Sized Businesses or Emerging Market Country businesses from a market entry, market share, and profitability point of view. We help our customers achieve sustainable competitive power objectives as well as obtain shareholder or stakeholder value. SMBs generally do not have the capabilities to devise a formal systematical market research and strategic planning process, or do not have the resources to pay for expensive market research products, which endangers their business plans. Organizations in emerging market countries grapple with industries that have large cost pressures and low profit margins. You might not have an organizational culture of adopting a long-term strategic planning process, instead focusing on day-to-day survival.

Our business information solutions enable you to be pro-active rather than passive and reactive about emerging market signals, leading towards a path of more sales, growth, and market dominance. Our publications can be used as input for your formal strategic planning process or as a standalone insight for educational purposes. Possessing quantified measurements of the power of suppliers, entrants, buyers, substitutes, and rivals in your industry is crucial for understanding your future growth potential as it allows you to enhance your competitive positioning and negotiation strategy, making you into an interesting potential partner for strategic alliance or investment target.



### **Start-up entrepreneurs**

Ideally suited for start-up companies that are in the incubation phase seeking capital or equity. Pitching to investors for fundraising can be hard. Investors are market savvy professionals eager to shoot down any of your plans at the slightest sign of a fragile business case. Are you up to the task to blow away seed capitalists with a solid structural understanding of your start-up market?

#### **Quote by Jim Goetz from Sequia Capital:**

*"One fabulous way to build credibility with the venture community is to really know your competition intimately and to have a wonderful degree of respect for competition. This is a credibility building exercise. You will truly separate yourself if you have a balanced view of where you hope to enter the market as an up-start and over time earn a stronger market position. Intimate understanding of the market itself or domain expertise is often a fabulous barrier to entry".*



## Investors

EngineerOnomics Market Research reports harbour independent MIFID II compliant investment research insights enabling you to determine industry attractiveness for the purpose of making sound investment decisions. Our publications contain quantified industry profiles, market forecasts and key financial ratio calculations of the key market players. Our products can be used for a variety of investment research applications:

Investing or divesting  
Mergers & Acquisitions  
Technology scouting  
Due diligence Audit  
Investment research  
Equity research  
Valuation and Sizing

Business Planning  
Portfolio Management  
Risk Management  
Benchmarking  
Data analytics  
Business modeling  
MIFID II Compliance

## Strategic Planners, Product Developers, and Marketing Professionals

Understanding the underlying conditions and drivers that shape industry competition is the starting point for developing strategy. Every company should already know what the average profitability of its industry is and how that has been changing over time. The five forces reveal why industry profitability is what it is. Only with a thorough understanding of industry dynamics can a company incorporate industry conditions into its strategy. Our five forces competitor analysis reveal the most significant aspects of the competitive environment. Also, they provide a baseline for sizing up your companies' strengths and weaknesses. Where does the company stand versus suppliers, entrants, rivals, and substitutes? Our intelligence is a go-between conduit to the next step in your strategic planning implementation process. Most importantly an understanding of industry structure guides managers toward fruitful opportunities for Strategic action, which may include any or all the following four bullet points listed from top to bottom

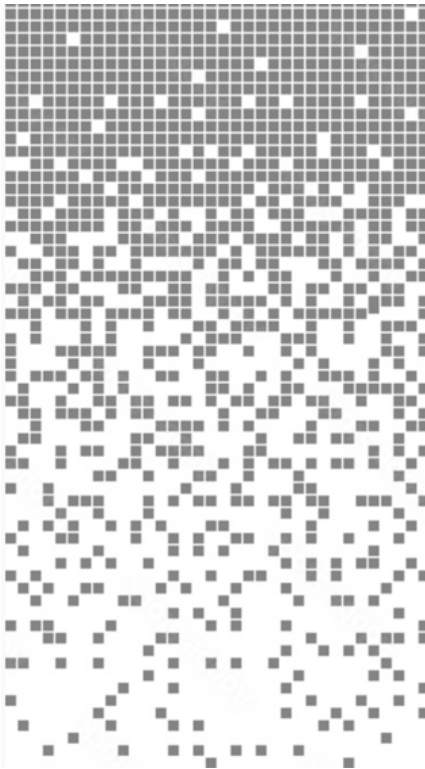


- Formulation of strategy and direction (organizational or technological)
- Strategically positioning the company to better cope with the current competitive forces (Innovation & Marketing).
- Anticipating and capitalizing on shifts in the forces [bargaining, negotiations].
- Actively shaping the balance of forces and transforming industry structure in a direction that is more favorable to the company where it can excel ([Strategic Alliances & Public Affairs])
- Marketing insights about competitive intensity of markets enables the strategic and customized assigning of sales reps, sales presence and overall offering

Some of the specific strategic planning and strategic marketing practices that our Competitive Analysis can help you with are:

Product development and portfolio management	Gaining customer or consumer insights
Pricing policy and strategy development	Surveillance system signaling, information provisioning, ordering & selection
Multi-party strategic negotiations and bargaining	Strategic Workforce planning
Data input for your enterprise IT systems	Scenario planning, war-gaming
Go-to-market entry, exit	Innovation & knowledge management
Operational planning, eg Inventory management	Supply chain value analysis
Marketing and sales planning	Strategy mapping, organizational design & alignment
SWOT, PESTEL analysis, business planning	Product life cycle analysis
Demand-supply forecasting and planning	Business intelligence
KPI progress measurements and scorecards	
Strategy mapping, organizational design & alignment	





## Individuals and non-profit entities

**Job-seekers** with a meticulous specialization within their niche get the chance to gain broad and applied fields of practical commercial knowledge

As an enhancement of career prospects for **employee** promotion into leadership positions, job placement, or cross functional team collaboration.

As a gateway to devising/augmenting a formal planning system and forging new partnerships by **freelancers**

For R&D and/or commercialization needs of specialist **scientists** and **engineers**

**Trade associations**, umbrella **industry interest groups**

Fund-raising, data vetting process, public legitimacy for **NGOs** and **public officials**

Data gathering for **Journalists** and other **media** professionals

Educational, research and publications purposes for **academics** and **students**

## Food for thought:

*Whether you have ambitions to expand geographically or diversify cross-functionally. Can you imagine how much more effective your strategy formulation and implementation would be if you would have an instant grasp of the exact differences and similarities of industries across countries, so that you can become more aligned with your future external environment to create sustainable advantage? You can financially benefit from this unique institutional expertise.*





Avoid zero-sum outcomes and create shared value. Get to the source of competition and profitability. Secure access to the missing link and demystify competitive power. Leapfrog into a safer competitive future. Choose organizational continuity and industry health. We deliver applied market analysis for competitive prices. We have competitive .....

***competitive intelligence.***

Powerful  
Calculated  
Competitive

# Our Research Methodology

EngineerOnomics Market Research & Publications© conducts in-house quantitative and qualitative research from which proprietary commercial data are derived and collected. Our primary research methodology consists of interviews and surveys with a variety of market actors including industry professionals, corporate decision makers, SME business owners, academia, and public policy makers.

Interviews are conducted by phone or face to face. We conduct our surveys by utilizing our in-house data collection & assessment portal. Collected data are converted into industry intelligence and publications products. Our data assessment and profiling expertise builds on our candidate assessment and profiling experience that we traditionally use as part of our recruitment assessment activities.

We also use Secondary Research Sources to continuously monitor- and to offer you a more comprehensive view of real time industry developments and trends. The secondary sources that we use are mainly the following:

- Databases from Government/Semipublic sources
- International NGO's (official sources)
- (Inter)national trade associations and interest groups
- Chambers of Commerce material
- Online Market Data
- Academic papers and literature
- Financial analyst reports
- Annual reports of companies
- Business libraries and databases
- Business trade press

To process and profile collected data, EngineerOnomics Market Research applies partly an automated process, and largely a manual data assessment method. EngineerOnomics relies on a standardized methodology for the measurements of metrics and terminology for the interpretation of data that enables us to create uniform comparisons, calculations, and generalizations across cases, topics, and time. Statistical programs, regression analysis, and institutional economics are some of the tools and frameworks that we employ to build our forecasting models as well as our industry assessments.

Our data modeling, scoring, rating, and financial forecasting tools generate strategic insights, market oversight, and predictive foresights across a variety of key segmentations, levels and units of analysis ranging from macro-economic, industry, subsector, country to region.

Together with partners are committed to the continuous improvement of data quality and accuracy through a thoroughly validated process of collection, synthesis, and interpretation. Our extensive experience in testing our research techniques as well as the systematic verification of generated data ensures the quality and reliability of our research results.







## About EngineerOnomics

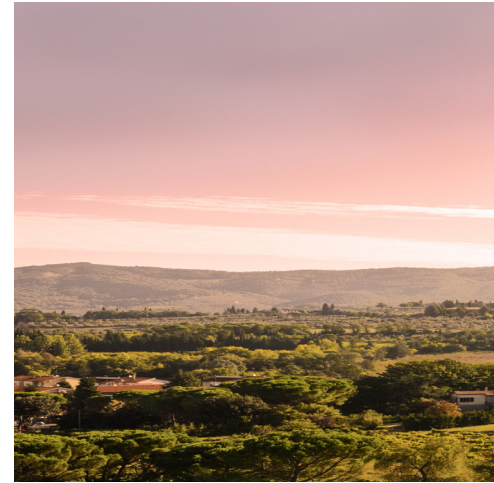
EngineerOnomics Market Research & Publications©, part of Löger Group, is specialized in the in-house generation of competitive intelligence as well as the development and sales of proprietary industry-market reports that enables Small- and Medium Sized businesses, Emerging Market Country firms, and beyond to achieve strategic positioning, bargaining power and competitive advantage. Our reports contain our widely acclaimed Porter's five forces analyses, industry economic forecasts, and key financial ratios about the main players of an industry. Featured economic sectors include engineering intensive and business services oriented industries within a variety of regions.

Our in-house Data Collection portal represents the backbone of our competitive intelligence capabilities, allowing us to conduct market research, assess data, and create data visualizations with scope and scale. The industry-market publications serve as a snapshot scan of your complex competitive landscape, enabling you to anticipate market developments, boost your predictive decision-making and uncover opportunities for strategic alliances. Our affordable external business environment analyses provide you with essential situational awareness to continuously improve your competitive strength and- advantage.

Market research publications help business analysts, researchers, product development professionals, salespeople, and executive level decisionmakers with their strategic planning activities, scenario planning, business development, and investment management action. Academia, public officials, NGO's and investors may use our analyses for public policy making purposes, and random professionals can simply use our insights for studying purposes. We sort out key industry measurements for you and package the results in an easy-to-digest visually appealing presentation, accessible from one location. This saves you valuable time, costs, and energy.



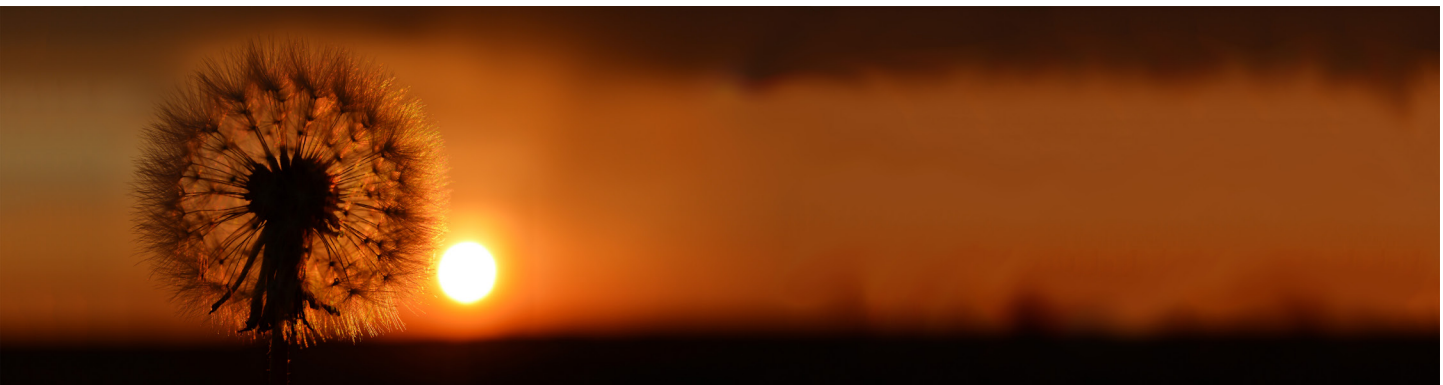
*It is especially our mission to benefit **small- and medium sized enterprises**, and organizations in **emerging market countries**.*



Specifically, for smaller firms or organizations in emerging market countries we have a differentiated pricing proposition in place that is beneficial from a cost perspective as compared to the prices we charge for larger scale corporate business. Our vision is the objective attainment of truth and the actualization of talent potential and development.

We have over 15 years of industry experience conducting market research, writing and publishing political-economic insights and business development material. Our global local network of partners are experts in economics, finance, business administration, statistics etc, enhancing our capabilities to verify our data and to customize our reports according to the geography and subject matter covered.

Engineeronomics Market Research is part of **Löger Group**. For further information about our products and services, see more at: <https://www.loger-engineeronomics.com>. For more information about our profile, visit <https://loger-engineeronomics.com/our-profile/>. For our EngineerOnomics blog page, see: <https://www.loger-engineeronomics.com/blog>. For contact info visit our contact page at: <https://www/loger-engineeronomics.com/contact>.





## Our Profile



**M.Sc. Erkan Ilyas Özşen** is the **founder and managing director** of Löger Group and subsidiary EngineerOnomics© Market Research & Publications. Erkan has 10 years of industrial experience in strategic market research and HRM. He can be described as a social entrepreneur and generalist with a strong drive towards continuous development and learning. Our company consists of a network of market researchers, data analysts, political economists, finance experts, sales pro's, IT specialists and graphic designers, all of whom share the pillars of our company philosophy.

### Elena Hachirti | Intern

#### Educational background

Elena obtained her M.Sc. degree Political Economy of Europe at the London School of Economics in 2018, on the thesis subject 'Pension reform in Russia using an institutional economics framework'. During her studies, she was trained in Country and (Geo)Political Risk Assessment at Eurasia Group.

#### Working background

Prior to starting her internship at our company Löger Engineeronomics, Elena worked as a Junior Researcher at GrowthClustersUK where she advised Southern European government agencies about her research into the business relationships between European investment funds/Private Equity Firms and Small- and Medium Sized companies. There she developed assessment profiles of investment fund- and private equity firms, according to emerging market geographical segmentation, sectoral segmentation, and market volume sizing.

Previous roles of Elena included performing negotiations within commodities trading; taking surveys- and data analysis as well as translating activities with respect to the Central Asian academic educational system; Market Research, and competitive analysis within a business development setting; Economic policy analysis, and report writing at Non-Governmental Organizations on a voluntary basis.

### Osaze Osazuwa | Trainee

#### Educational background

Osaze has earned a MSc in Risk Management from the Department of Geography of Durham University in the UK, where he focused on studies of security-, disaster, and resiliency management, as well as Environment, Health and Safety (EHS). In 2016 he obtained his B.Sc. degree in Geography and Regional Planning at the University of Benin in Nigeria.

#### Working background

The working background of Osaze is in Research Management & Data Assessment & Mapping, as well as Training & Development. He developed these specialisms during his Academic Graduate Research Assistant roles, as well as during his coaching role at the UK civil service Public Department of Work & Pension of Greater Manchester County.

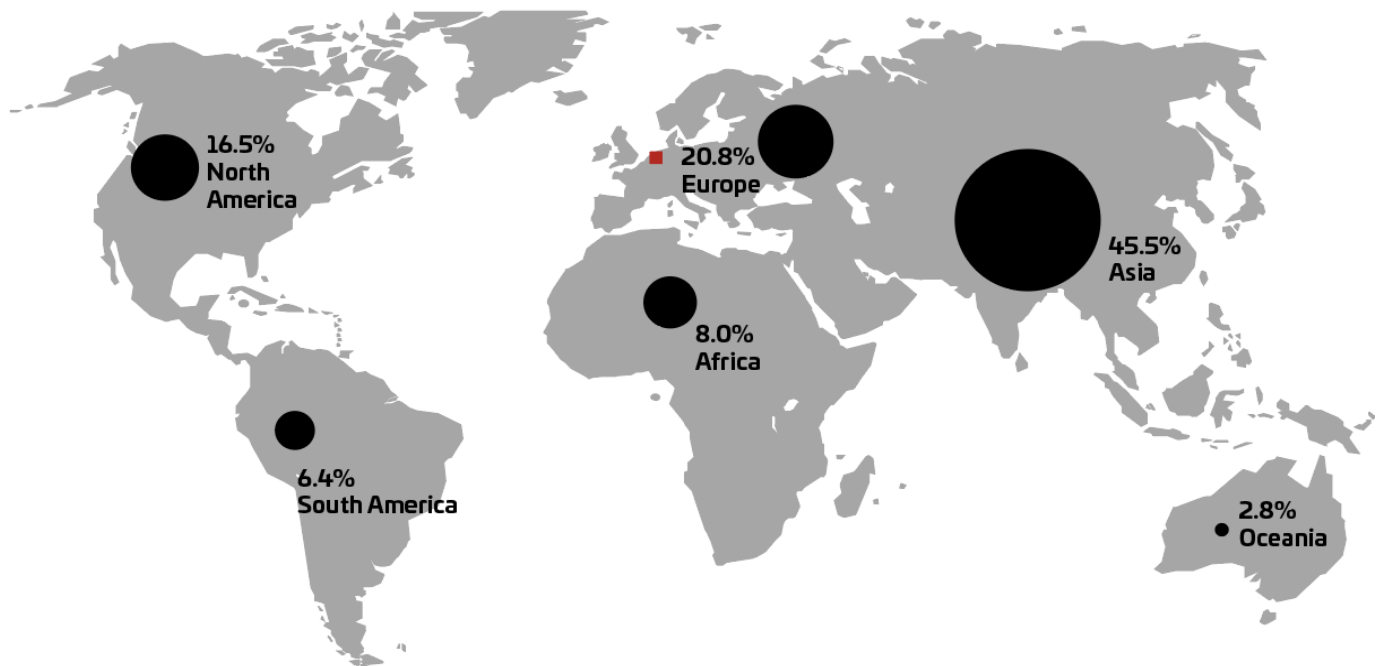
Osaze's additional interests lies in writing, health, agriculture, real estate, consultancy and community development.

# International partner network Löger Group

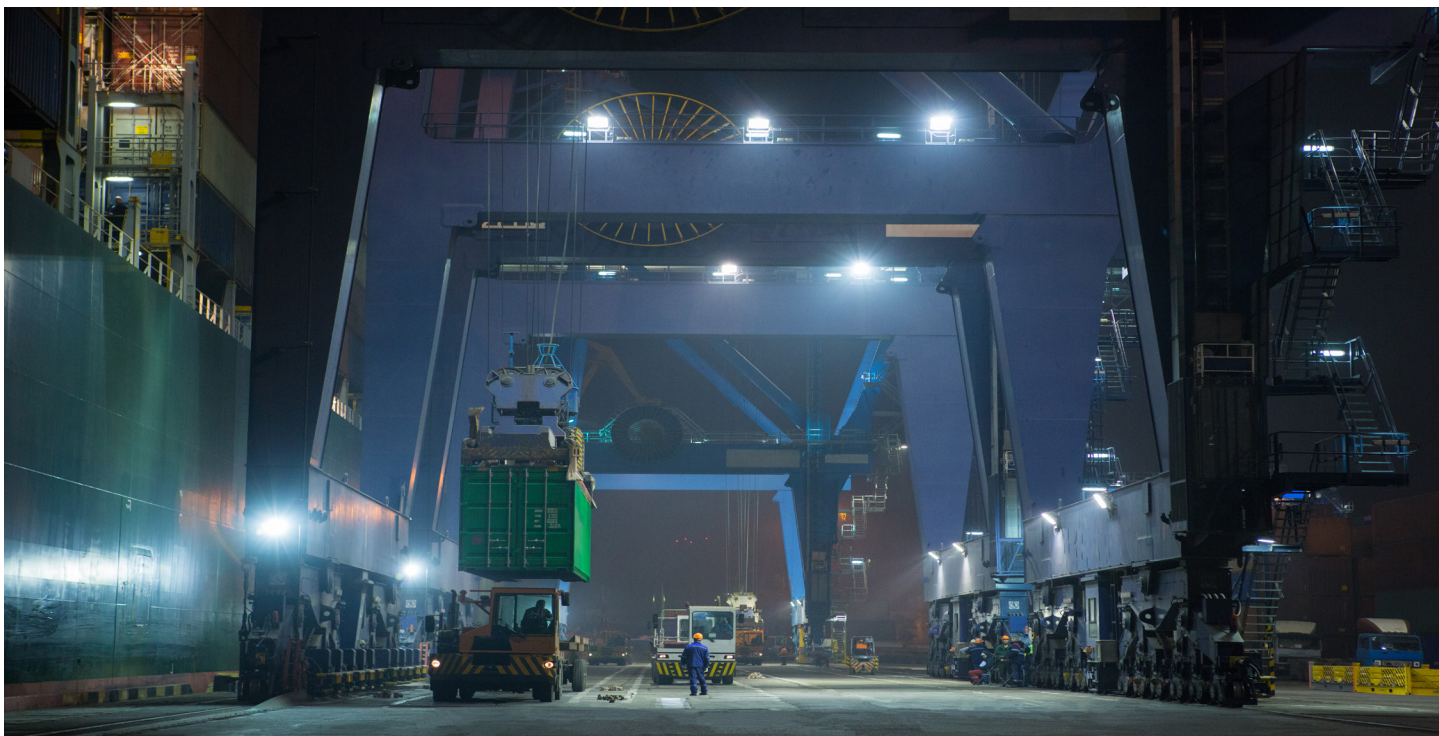


Our global local network of partners are experts in economics, finance, business administration, statistics etc, enhancing our capabilities to verify our data and to customize our reports according to the geography and subject matter covered.

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## Contact

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