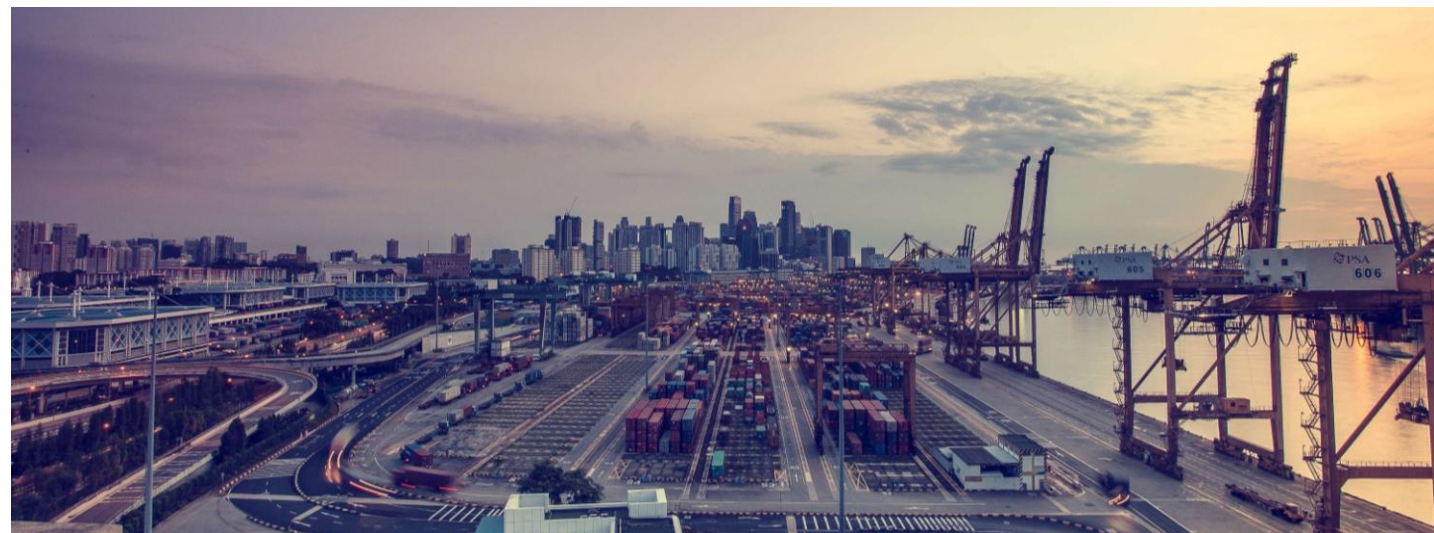


# Interlegal


since 1995

## Market studies & Competition Analysis



Your Reliable Local Partner in Ukraine



An aerial photograph of a large port terminal during sunset. The terminal is filled with stacks of colorful shipping containers and several large gantry cranes. In the background, a city skyline with numerous skyscrapers is visible under a hazy, orange-tinted sky. A semi-transparent white circle is overlaid on the left side of the image, containing text.

Interlegal has always assisted foreign investors

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For over 15 years, we have rendered Market Studies and Competition Analysis to port operators, logistics companies, public and private terminals



# Market studies & Competition Analysis

## Macro-environment analysis 01

- Political, economic, social and technological analysis of micro-environment;
- Generation trends (customer) analysis;
- Porter five forces analysis (industry competition);
- Drawing Competitors Maps - ranking and ratio, logistic capacities.

## Micro-environment analysis 02

- Firm Resources & Competitive Advantage (VRIO) analysis;
- Long-term strategic planning (BCG Matrix, McKinsey Matrix) analysis;
- SWOT/TOWS analysis.

## Transport & Logistics analysis 03

- Cargo flows including logistic options;
- Container trade flows in/out and inside Ukraine, including box trains;
- Container terminals - ratio and capacities;
- Market overview and forecast - agro, metals, ores, chemicals, containers.

## Marketing mix & strategy 04

- Growth strategies modelling (Ansoff matrix);
- Market Segmentation & Targeting;
- Media Consumption Analysis;
- Creating Marketing Mix with communication channels (4P/7P) for B2B and B2C.



As a result, you will have complex marketing analysis for making a decision on business in Ukraine

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# 24/7 Clients support



Call **0038 (048) 233-75-28**  
or request a callback



Make a request and get an  
answer by e-mail  
[nitsevych@interlegal.com.ua](mailto:nitsevych@interlegal.com.ua)