



**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 based 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!

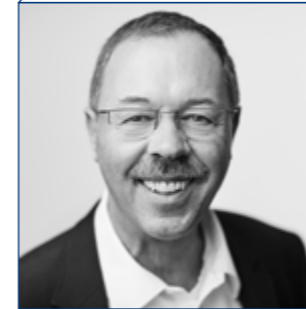
Solution-oriented consulting

WE ACCOMPANY YOU BASED ON PARTNERSHIP!

HAGSTOTZ + ITM
RESEARCH & CONSULTING

◆ Your contact person

We are looking forward to you!



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



**Dipl. -Soz.
Karin Schmitt-Hagstotz**
Managing Director

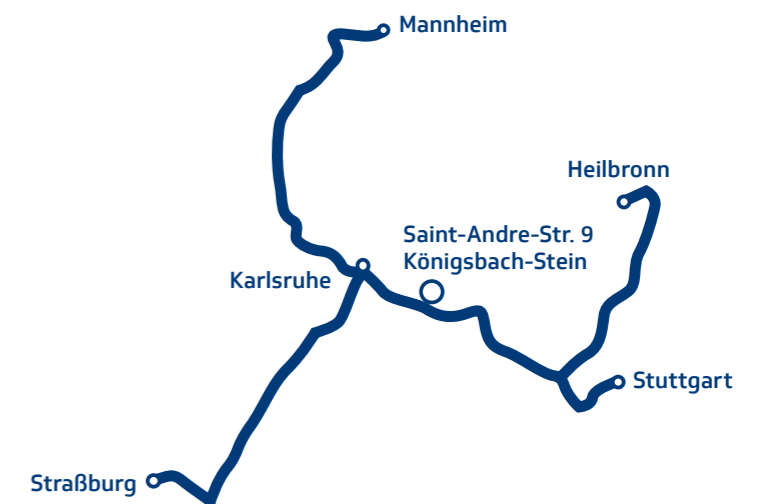


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Insights – Trends – Markets



SOLUTIONS

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