



The Romanian Market Explorer Application

The Romanian market explorer app is the result of the partnership Xilion -Business Anatomy and aims to provide the (big) data-infrastructure for online big-data applications containing national market information for cross border trading purposes (TFE). The Romanian market explorer applications are all designed to reduce complex (big) data to elementary concepts and useful applications with the help of Biological Modelling And Processing (BMAP) technology.

The investigation of the Romanian datasets for fitness for use regarding B2B and B2C market research has proved the fact that the data sources are more specific and the same quality with French, German or Dutch datasets. That means that Romania is in the position to implement a (big) data-driven infrastructure to attract foreign investors and companies from the whole European Union and beyond.

The Romanian market research application reveals in a click all the information available on the sectors to invest in Romania, enterprises to partner with, combinations of customized customer profiles for easier preparation of sales and marketing plans, identification of economic dependencies, local economic conditions and the dependence of a certain economy / municipality on a certain economic sector:

1.B2B Business to Business application (B2B market) - identification of partners available in the target market with all available indicators: CAEN codes, 684 available economic sectors, exact localization, turnover, number of employees in order to outline the right export profile or prepare the business plan). The B2B market app explores how many enterprises or subsidiaries, and how

distributed, fit your client profile and explores in which areas the most potential clients reside for your business. At the same time, it investigates the localities on attractiveness to establish.

2. B2C Business to Consumer (B2C retail market) - identification of 64 billion combinations of customized customer profiles to make it easier to prepare sales and marketing plans with consumer preferences, salary levels, social classes, age. The B2C retail market app explores how much consumers, and how distributed, fit your client profile and explores in which area's the most attractive populations reside. The B2C retail market app offers 64 billion combinations to construct your customized client profile or uses the default marketing classes A, B1, B2, C or D, the number of customized profiles over 9 urbanized tranches, urbanized units on net monthly income; divided into man-women, social class and age bracket.

3. E2B Economics to Business is identifying economic dependencies, local economic conditions and the dependence of a particular economy / industry, tourism, IT. Used in addition to the B2B or B2C investigation the app discloses the economic dependencies. For example, is the local economy dependent on agriculture, industry or tourism? Are there local subsidy schemes?

4. A2B Alert to Business identifies the economic, technical, climatic, natural conditions. Explore market potential based on economic significance issues, identified by the Romanian government. The A2B market app is focused on natural, technical, environmental and climate issues.

5. V2B Valuation to Business identifies geographic, population. With the V2B market app, you know where you end up. The V2B market app reports all aspects of any municipal, where in Romania of your interest.

6. Re2B Real Estate to Business identifies real estate offers belonging to real estate agencies or individuals. The RE2B market app selects municipals along landscape preferences (e.g. rural, near by the sea, not far away from liveliness) and climate conditions (e.g. more than 2.000 hours' sunshine per year). Examines the selected municipals on preferred convenience of life and leisure.

The Romanian market explorer app has proved already its capability to offer competitive advantage and save sales and advertising costs in the process of entering the new market:

- Accelerate your business development to a few days;
- Reduce your market research expenses by a factor 100.

With the Romanian market explorer app you can track the financial supply chain of potential clients, -partners or -local representatives, just before “take the plunge together” into the Romanian market.

If browser keywords or branch industry information are too general and market research providers are pricey, we offer you affordable market research based on Big Data.

Don't hesitate to contact us for further information on the app and how to download it at:

office@business-anatomy.com

website:

www.business-anatomy.com

or

facebook page:

<https://www.facebook.com/BusinessAnatomyRomania/>