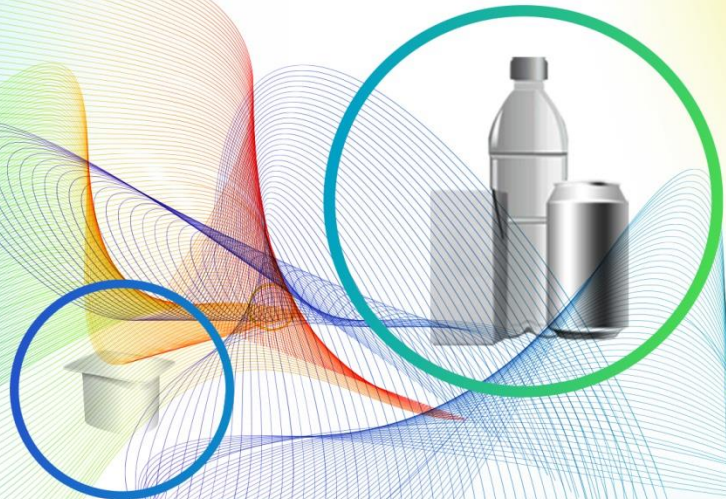




exploring innovation



GAMA CONSULTING

Gama offers a wide range of bespoke research projects to enable you to better understand your market and identify new opportunities.

www.gamaconsumer.com

MASTER YOUR MARKET

Get the complete picture on your categories and your consumers

STAY AHEAD OF YOUR COMPETITION

Get key intelligence to optimize your business strategy and maximize your revenue

HOW WE HELP

INNOVATE WITH CONFIDENCE

Get inspired and learn from others' successes and mistakes

IDENTIFY OPPORTUNITIES

Spot gaps in the market and exploit new and emerging trends

OUR CAPABILITIES

BESPOKE RESEARCH AND ANALYSIS

Multi-faceted, in-depth research and analysis projects, tailored to the needs of your business.

ROBUST DATA AND ACTIONABLE INSIGHT

High-quality, accurate information, delivered by the **Gama** network, complemented with compelling analysis and action points to shape your business strategy.

GLOBAL REACH

A network of 100+ in-country researchers and analysts providing truly local knowledge at a global level.

CROSS-INDUSTRY EXPERTISE

Extensive experience and in-depth understanding of a wide range of industry sectors.

CLIENT-FOCUSED APPROACH

An emphasis on exceeding our clients' expectations and a passion for supporting their success.

IDEATION AND INNOVATION



Let us inspire your business with a tailored innovation and ideation package. A range of tools are at your disposal, from innovation sweeps to product retrievals, store audits to workshops, all designed to inspire your next winning idea.

COMPETITOR ANALYSIS



Stay one step ahead of the market with a **Gama** competitor analysis. Our primary and secondary research gives you the inside knowledge on where your competitors are going, allowing you to make the first move.

BENCHMARKING



Find out how you can become a world-class performer in your chosen markets through our unique benchmarking methodology. Learn how to make better use of your resources, respond to consumer behaviour, drive internal improvements and enhance your external marketing campaigns.

MARKET & CATEGORY ASSESSMENT



Looking to enter a new market or category? Or just trying to expand in an existing one? **Gama** can provide a

360° review of categories and markets anywhere in the world through a bespoke combination of primary and secondary research and proprietary analysis.

SPECIALIST SERVICES

OUR EXPERIENCE AND VALUES

Gama has a wealth of expertise in business information, with experience across a wide range of industry sectors, from FMCG to financial services, telecoms to construction.

We deliver and coordinate large-scale, multi-market projects, leveraging our global network of in-country experts and our project management experience.

Our values are passion, people and quality. We pride ourselves on delivering "best-in-class" services that exceed our clients' expectations.

