

Selected Experience in International Foreign Investment Studies

- Conducted in-depth interviews for firms in US who had interest in investing in Canada.
- Conducted a study of senior level business executives to determine their level of interest in investing in Japan.
- Market feasibility study for firms who have plans to invest in the UK, specifically the Birmingham area.
- Competitive Intelligence Study of the Big Five accounting firms to determine their potential investment in Latin America.
- Competitive Intelligence Study of the Big Five accounting firms to determine their international expansion plans in Eastern Europe and in Asia.
- Conducted a survey of mutual fund firms to determine their plans for off-shore operations.
- Conducted an opinion polling study for a Japanese newspaper to determine senior CFO's and CEOs attitude toward investment in Asia.

General Studies

- Qualitative study with in-depth interviews of financial consulting firms who are offering international market entry consulting services.
- Strategic information audit for a major commercial bank, which designed and executed their BI/CI system, and provided Competitive Intelligence Tracking Data into the system.
- Study involving the impact of re-engineering and reorganizations of key U.S. firms with case studies about consulting methods that succeeded and failed.
- Evaluation of business opportunities in the financial services and consulting sectors.
- Evaluation of those firms who specialize in international consulting and business development.
- Study involving in-depth interviews the products, systems, and services offered by the Big Six to the mutual funds industry.
- Study obtaining competitive product offerings of offshore mutual funds.
- Evaluation of financial institution's applications of expert systems.
- Study involving the potential for Activity Based Costing Consulting Services.
- Study involving the potential and market segmentation for litigation and support consulting services.
- Conducted a study for a prominent government trade association on vendors in industrial sectors.
- Conducted focus group study of the USA entrepreneurs' perception of Poland under an economic standpoint. The study was in NYC, LA, and Chicago.

Accounting Firms

- Evaluation of Big Six accounting firms offering benchmarking services. An evaluation of boutique benchmarking firms and their strategic position in the industry.
- Evaluation of Big Six firms strategic positioning in the upscale and personal finance field.
- Competitive analysis of each of the Big Five accounting firms position in international trade and investment firms.
- Competitive Analysis of each Big Five accounting firms' audit services.
- Competitive Analysis of each of the Big Fives accounting firms' position in the litigation and forensic services industry.
- Evaluation of the Big Five accounting firms position in the Corporate Financial Planning Programs sector.
- Regulatory compliance study for one of the Big Four accounting firms.
- Evaluation of the transportation industry for one of the Big Four accounting firms
- Systems integration study for one of the Big Five accounting firms
- Evaluation of reorganization specialists

C-Level Interview Studies

- Study that interviewed CEOs of mid-size banks regarding the strategic issues facing their industry.
- Telemarketing survey for CFOs to increase enrollment in the annual conference
- Conducted over one hundred interviews with CEO's from mid-size firms (\$50 M-\$500 M) to determine the key strategic issues facing several industry segments, such as, financial, pharmaceutical, chemicals, consumer, food, retailing, manufacturing, and high technology. The results were used to provide strategic direction into the planning process of a major non-profit organization.

Credit Cards

- Conducted an attitude and usage study for credit cards in South Africa.
- Recruited and conducted focus groups for credit card users in the US.
- Quantitative study of the attitudes and usage of male and female credit card users and non-users in Saudi Arabia, Morocco, and in South Africa.

Financial Accounting Software

- Market research study of financial accounting software industry.

Insurance

- Strategic information audit for a large insurance company. Evaluated the firm's information sources, the information flow, and designed a BI/C system. Conducted over 100+ in-house executive interviews to execute the study.
- Competitive Intelligence Study for an insurance company to determine the profitability of an online insurance operation.
- Competitive Intelligence Study in insurance industry on AIG and competitors.
- Customer sales study of Insurance Executives in the USA.
- Conducted company profile of AIG.

- Study of Workmen Compensation Managers.
- 401K Study in US.
- Aetna/ING Insurance Study.
- Quantitative Insurance Satisfaction Study in US.
- Identified Latin American insurance & reinsurance brokers.
- Competitor profiles of several large insurance companies.

International Money Transfer – Flow of Funds

- International Money Transfer Study.
- Completed Intelligence Website Study of Big Five Accounting Firms.
- Global Flow of Funds and Global Migration Study for Money Transfer firm.
- Global Mystery Shopper Study for Money Transfer Businesses.
- Market and Competitive Assessment of the flow of funds from US and Canada to several Asian countries.
- Asian money transfer and flow of funds study.

Risk Management

- Industry and Competitive Assessment of the Assurance Product Industry.
- Industry and Competitive Assessment of all phases of the risk management industry.
- Quantitative study for short and long term disability products for workers compensation programs.
- In-depth telephone interviews with Human Resource Managers about their assignments as employees working on international projects.

Retirement Planning

- In-depth interviews with individuals who are the household decision makers for retirement planning/investment products.
- Quantitative study to assess the 401 (k) providers among companies with 25 – 500 full time employees in the manufacturing, retail, wholesale, telecom, and service sectors.

SALT – State and Local Taxes

- Qualitative study involving in-depth interviews of Chief Financial Officers and transportation companies involving their SALT (state and local taxes) practices.

Use of Technology in the Financial Services Sector

- Study involving competitor's use of technology in commercial banking systems.
- Study evaluating competitive technologies used in the auditing business.

Upscale Markets

- Study of upscale Hispanic clients to determine their investment patterns in Southern Florida.
- Study of upscale consumers to determine their retirement and investment plans.

Sample of Our Clients

- Aetna Insurance Company
- AIG
- AMA/Management Centre (Canada)
- Bank of America
- Boston Consulting Group
- Chemical Bank
- Citibank, N.A.
- Deloitte and Touché
- Dun & Bradstreet International
- Ernst & Young
- First Data Corporation
- KPMG - Peat Marwick
- Metropolitan Life Insurance Co.
- Mutual of New York
- The Equitable Insurance Company
- Western Union Financial Services
- Wyeth-Ayerst International