



International Swiss Market Research group. Client since 2012.

Objectives

Provide market info for markets and sectors where there is a demand but scarce / non organized info.

Response

Desk Research identifying local sources of ad-hoc info.

Interviews with processors / importers in target markets to get estimates, trends and competitive info

Price and product range / types shopping in organized and traditional markets.

Results

GIRA is now providing ongoing market monitoring to their clients based on the info we collect.