

Slogan

To Create
Sustainable
Values...

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Background

RISENGROUP Company, founded in 2008, is a consulting company providing professional business development services in different B2B & B2C sectors of industry.

RGC founders benefit from more than two decades experience in Iran industry in the fields of marketing research and planning, business development, joint ventures studies, sourcing and international business expansion.

Our expertise includes precise case definition, gathering related data to the case and business environment and providing comprehensive and applicable analysis. RISENGROUP incorporates qualitative and quantitative methods for marketing research and prepares required facilities for performing focus groups, CATI survey system and field studies in Tehran and other cities of Iran.

Data analyzed is based on related methods that are applicable in B2B and B2C environments. Based on market dynamics and aspects of sustainability, we incorporate analyzing capabilities, successful experiences and also up-to-date knowledge and knowhow in order to make applicable and operational results.



Professional Business Development

Mission & Commitment

Mission

Being a real partner to our clients, assist them to develop their businesses with a sense of commitment on objectives and deliverables

Commitment

- Bring success to our clients
- Believe in business ethics, integrity and trust
- keep knowledgeable and stay up-to-date

Membership

Since 2011, RISENGROUP has been a member of IMCA (Iran Management Consulting Association); this association is professional community of management consultants in Iran.

Among International business communities, RISENGROUP received membership of Deutsch-Iranische Industrie-und Handelskammer (Deutsch-Iran Chamber of Commerce) since 2015, this membership is the result of working with several Deutsch businesses and companies.



Solutions

Based on owned expertise, RISENGROUP provides business development solutions for international companies willing to succeed in Iran market and also Iranian companies targeting a prosperous place in domestic, regional and global markets.

- Marketing Research
- Business Strategy
- Business Plan & Feasibility Studies
- Brand Management
- Promotion and Advertising
- International Marketing
- Sourcing



- Marketing Research**
 Conducting marketing research provides deep insight for identifying business opportunities, product/market strategy, sales and market share management, customer relationship management, product portfolio management and new product development.
- Business Strategy**
 A deep insight of business strategy components such as competitive structure of market, competitors, customer and environmental factors leads to developing operational and effective strategies. For strategic decision making and value creation, we focus on critical success factors in market and business environment and depict a road map to excellence for business objectives.
- Business Plan**
 Business planning is among the initial steps required for new business development. A comprehensive and standard framework for business plan helps mitigating associated risks and reaching more effective resources allocation.
- Brand Management**
 Our expertise in brand management helps organizations to gain a better insight of their own brand and customers' loyalty. Conducting brand research is effective approach to determine the positioning of the brand together with its growth map.
- Promotion and Advertising**
 Our analysis of market and target audience together with brand and products competitive position provides a good basis for creating and controlling advertising campaign.
- International Marketing**
 One of the main challenges of businesses is to be presence in overseas markets. By extensive experience in steps of internationalization process, a team of experts in international marketing will assist to find brand/product position in regional and global markets.
- Sourcing**
 Globalization provides opportunity to capture benefits from everywhere in the world such as lower price and better quality. Taking our experience about Iranian manufacturers, we offer sourcing consulting for those companies who wants to get advantages from Iranian suppliers in their procurement process.

Industry Focus

Automotive

With annual demand of more than 1.5 million vehicles, Iran accounts for the largest automotive market in the Middle East and North Africa. Given its growth over the past decade, it has become one of the emerging markets within the global automotive industry. RISEN GROUP has conducted several projects with international cars makers and local assemblers in Iran.

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Automotive



IRAN, largest
automotive market
in the Middle East &
North Africa.

We offer:

- Market study, demand analysis and market segmentation of passenger cars
- Market study, demand analysis and market segmentation of commercial cars, specifically light trucks, trucks and tractors
- Market study about spare parts and components and lubricant
- Static/Dynamic Clinic research for different types of vehicle: Passenger, SUV, Pick up, Light truck, Trucks
- Concept clinic and focus groups
- Business plan and market study for CBU cars
- Business plan for car manufacturing plant/new product development
- Business negotiations and documentation for receiving distributorship/dealership
- Market/Product strategy
- Market intelligence
- Measurement of customer satisfaction index
- Marketing plan
- Launch campaign

Industry Focus

Oil and Gas and Petrochemical



RGC has implemented several projects with Oil and Gas companies...

Historically “Oil and Gas and Petrochemical sector” is the largest sector of Iran economy. Despite of B2B traditional behavior of industry, RISENGROUP has implemented several projects with Oil and Gas companies. Based on conducted projects, we offer:

- Market study and consumption estimation for petroleum and petrochemical products
- Business plan for refinery establishment and development
- Benchmark studies
- Export analysis of Iran petrochemical products
- Sourcing of petrochemical products and suppliers for potential buyers in sectors of polymer, chemical, aromatic and fertilizer products
- Bunkering market study and business plan for bunkering services



Industry Focus

Infrastructure

Iran is experiencing several mega projects

As an emerging country with over 80 million populations, Iran is experiencing several mega projects in energy, public transportation, construction and telecommunication. Conducting business and market research supports our customers how to develop their businesses and open new markets. Based on conducted projects, we offer:

- Market study in energy sector including power, water and water-waste, renewable energy
- Market study in Iran mine and metal industry, specifically cements and steel
- Market study in Iran public transportation including intra city, underground and semi-urban railway
- Market segmentation in railways industry, positioning and identifying entry modes
- Market study in building industry, focusing on elevators and escalators
- Diversification strategy and entry modes to infrastructure projects
- Market study in construction sector, focusing on industrial machinery

Industry Focus

FMCG

Iran is the second largest country in MENA region and the rate of urbanization is over to %70 of total population. This makes the FMCG sector a big growing sector of Iran economy which has been dominated by local brands. Since the nature of consumer market is required to implement a range of market studies and marketing campaigns. RGC Provides a range of services including market research, marketing plan, product test, brand image measurement and management.

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Fast Moving Consumer Goods

RISENGROUP offers a wide range of services as listed below:

- Comprehensive market study in food and beverage sectors including 16 segments of F&B
- Market study in Home appliance sector
- Market study in sector of electronic products
- Business plan for beverage products
- Business plan for label brand
- Brand name and slogan creation for FMCG brands
- Mystery shopping
- Evaluation of global and regional F&B brands and preparation of business proposal for partnership
- Product test in F&B products
- Image study and market positioning
- Retail audit and market share measurement for F&B, home care and personal care products

Tourism

Travel and tourism industry is a new emerging sector of economy which the Government provides a range of initiatives to investors and industry players. Since early 2017 RISENGROUP has targeted this market to diversify her services into this new market. In cooperation with an international partner, RISENGROUP offers:

- Destination audit
- Destination marketing
- Destination master plan and business plan
- Tourism marketing
- Brand strategy
- Development of sustainable tourism concepts



Travel and tourism industry is a new emerging sector of economy



References

RISENGROUP have conducted several project for each of client, since the high quality deliverables have retained customers

Automotive



Main References

Infrastructure, Energy & Petrochemical



شرکت راهبران (راهبرنگ)
Rahbaran Holding Co.



صنایع های پتروشیمی - پس انداز
و راهکارهای صنعت نفت



FMCG





... Extensive experience and knowledge together with international standards makes RISENGROUP a true reliable consultant in serving the needs of clients in managerial and executive levels



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