



**Decide with Confidence**

# Dun & Bradstreet Research & Advisory Services

D&B South Asia Middle East

# About Research & Advisory Services



D&B's Research and Advisory Services (RAS) provide the strategic, operational and market insights required for maximizing business value through improved processes and systems.

- We focus on understanding client requirements and market dynamics to deliver practical solutions for addressing business problems and opportunities
- We assist Governments, Institutions and Corporates in evaluating business opportunities and risks leading to strategy formulation and implementation.
- D&B RAS actively leverages on D&B's vast reservoir of knowledge of businesses and markets across the globe.

# RAS – Service Offerings



## Strategy

- **Institutional Advisory** – Government policy advisory, organizational capability building strategy, developing procedures & methodologies
- **Business Strategy** – Preparing strategy & undertaking financial analysis based on demand, competition, regulations, etc
- **Feasibility & Risk Assessment Studies** – Analyzing feasibility & assessing risk of new businesses opportunities
- **Marketing Strategy** – Marketing strategy for product/ department – positioning, promotional medium, etc

## Market & Industry Studies

- **Market Entry Strategy** – Demand estimation & entry strategy for new player or existing player for new products
- **Market Sizing** – Estimate sizing for particular product or service in a specific region
- **Data Collection & Market/ Industrial Research** – B2B market/ industrial research to understand specific product attributes, market, area, etc

## Process Excellence

- **Process Definition** – Defining processes for functions and departments based on best practices obtained from benchmarking
- **Process Improvement** – Reviewing existing processes, benchmarking with competition & recommending best practices for processes
- **Information Reporting** – Ensuring timely reporting of critical reports & MIS to Top Management

## Financial Analysis

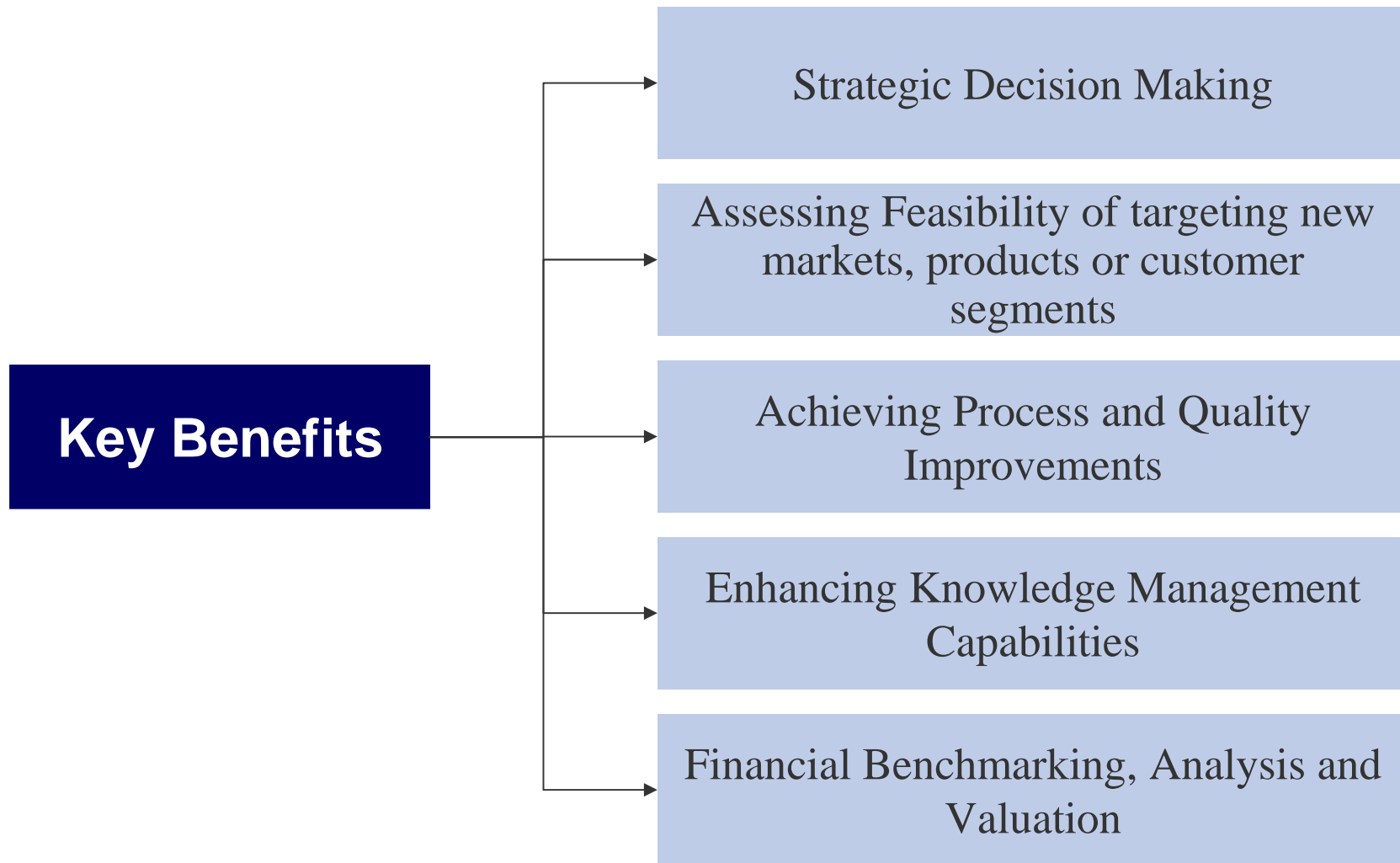
- **Financial Research** – Opportunity assessment studies, financial feasibility studies, in-depth company research, pitch books, investment memos, concept papers, scope reports
- **Financial Benchmarking** – Benchmarking companies versus global / industry peers on financial / non-financial parameters
- **Financial Modeling & Valuation Support** – Cash flow projections, Valuation based on DCF, market & transaction multiples

# RAS Background



- RAS has been pro-actively establishing D&B's presence into the advisory/consulting space across Middle East, North Africa and South Asia in verticals such as:
  - Banking and Financial Services
  - Government Agencies and Departments
  - Education, Retail, Telecom and other Service Industries
  - Trading & Logistics and Heavy Industries

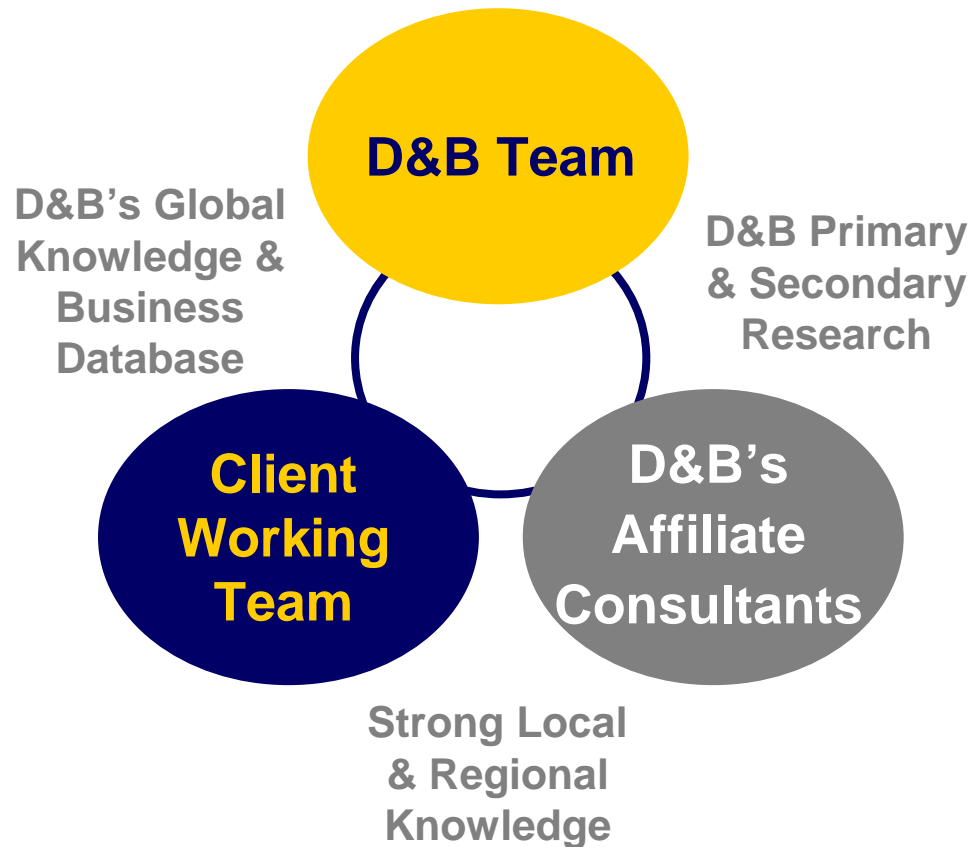
# RAS – Benefits to Client



# RAS – Project Framework



## D&B's Collaborative Approach



- We adopt a collaborative model working closely with client team members and D&B's affiliate consultants
- D&B's consultants are responsible for project management & execution, key analysis & recommendation, etc.
- D&B's affiliate consultants are industry experts in their specific field
- We make extensive use of D&B's global knowledge database coupled with secondary & primary research

# RAS – Client Profile



## Government Departments

- Commercial Registries
- Planning/ Economic Departments
- Infrastructure & Utilities
- Other Government Departments

## Manufacturing Companies

- Heavy Industries
- Oil & Petroleum Processing
- Building & Construction
- Plastics & Chemicals
- Other Manufacturing Companies

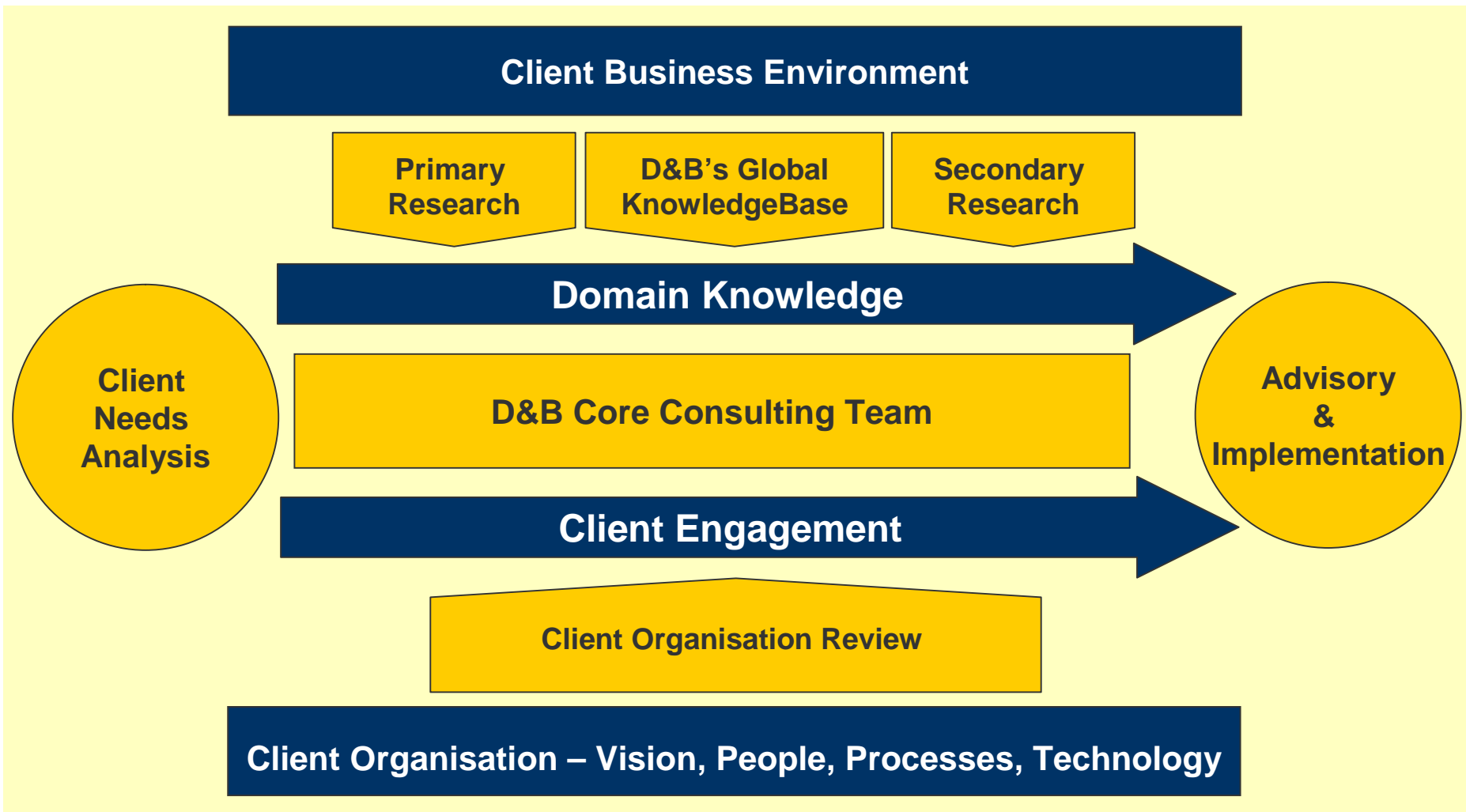
## Service Organizations

- Trading Companies
- Logistics Companies
- Retail Organisations
- Other Service Companies

## Financial Institutions & Banking

- Banks
- Investment Banks
- Brokerage Houses
- Private Equity Firms

# D&B Research & Advisory Framework





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**Thank You**

Contact us for more information on D&B Solutions:

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