

ETHNOSYNERGISM®



Customer-Centric Audit

- **Micro/Macro Environmental Analysis**
- **Operating Environment Analysis**
- **Competitive Analysis**

MZI Global's analysts equip clients with business intelligence imperative to new market success and growth. Clients receive customer-centric, in-depth analysis of political and economic parameters, market mapping and competitive strategies that assess market and segment attractiveness for entry.

Benefits Include:

- Analysis is based on statistical evidence, not market assumptions
- Cultural micro-segmentation underlies our market entry strategies
- In-depth market knowledge enables quick, cost-effective entry
- Competitive forces evaluation determines market attractiveness for our clients
- Differentiation analysis establishes competitive advantage
- Adequate appropriation of resources due to our intimate cultural knowledge
- Answers comparative analyses questions, local and international

For more information please visit our web site: www.Ethnosynergism.com

Contact MZI: 888-699-7531

Ethnosynergism® Market System Converting Cultural Intelligence Into A Competitive Advantage

Ethnos (people/customer) + Synergy = Micro-Segment FIT

Ethnosynergism® market system is a market-driven strategy based on an all-encompassing holistic approach, which targets diverse national cultures that have become prevalent market segments in the United States. Ethnosynergism® leverages the market intelligence for each segment to enable profitable market entry penetration for our clients' portfolios of national and international products.

Ethnosynergism® Market Intelligence

MZI Global's market entry strategies start with a 360-degree market analysis. In adherence to cost efficiency, MZI Global leverages Ethnosynergism® market system methodologies to conduct our clients' internal and external analysis. Ethnosynergism® comprehensive benefit and cost evaluations far outperform traditional market research methodologies in terms of scanning market place and speed to market.

Ethnosynergism® "Cut to the Chase"

External factors such as industry, customers, suppliers and competitors together with an internal analysis of competitive position and functional operations serve as the foundation for our customized strategies. Precise market entry answers and relevant "cut to the chase" data that is 100% accurate, timely and meaningful results in vital, streamlined market insight for our clients.

Ethnosynergism® market system model provides valuable insights that identify:

- Internal Factors: sales analysis and forecasting
- External Factors: comprehensive market mapping, demographic, in-culture, firmographic (B2B) profiling and geographic, and market analysis
- Product Positioning: market share, competitive advantages and unique selling proposition (USP)

Ethnosynergism® Synergy as Strategy

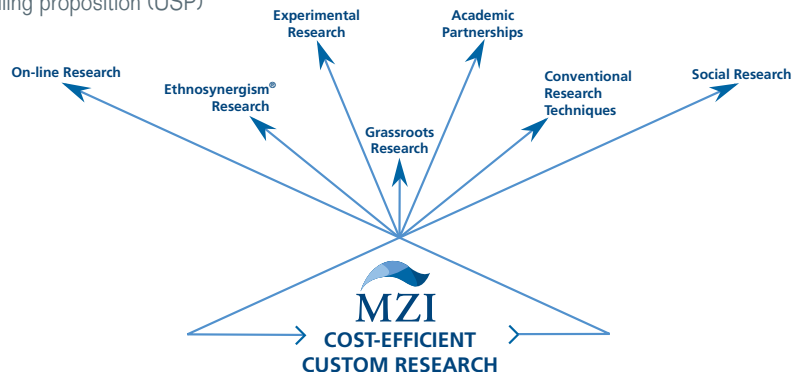
Ethnosynergism® market system intelligence leverages market research, cultural studies and psychographics to break down barriers between clients and their customers. Ethnosynergism® cross-references consumer intelligence gathered from diverse communities around the world with our network of global alliances. The data gathered enables us to compare values, beliefs and preferences of ethnic consumers residing in the U.S. with those from their respective country of origin. Through this process, MZI Global's clients test products locally in communities that mirror foreign markets, resulting in a substantial savings of time, money and resources.

Ethnosynergism® Strategic Results

Through Ethnosynergism®, MZI Global tracks marketing strategies and adapts them to shifting consumer trends. Monitoring these nuances ensures effective and cost-efficient results. By identifying cultural, sub cultural and economic parameters of prospective markets, MZI Global reduces clients' market entry risk, which improves sales, expands product reach and strengthens customer loyalty.

"Thanks to MZI Global's Ethnosynergism® market research - we received valuable market insights into the culture of my customers - resulting in new brands, new customers, new market share!"

Danny Golshan
CEO of Brasseur, Inc.
Donna Vinci



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Ethnosynergism® Scores

By using different techniques for acquiring market intelligence, *Ethnosynergism®* creates customer-centric views for clients' brand, category and cultures that they serve.

- Reduces market entry risks by finding perfect segment/product FIT
- Uncovers new market and new product opportunities
- Detects customers/consumer behavior and trends in real time
- Establishes a basis for new market driven products, brands and services
- Cuts barriers & facilitates entry into new markets
- Restructures resource allocation for cost-efficiency
- Generates new brand opportunities
- Builds brand/product loyalty and bonding
- Engages our clients customers / drives end users
- Captures new segments, globally and locally
- Improves corporate image (CSR)
- Changes paradigms
- Turns ideas into profits

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MZI Global
SINCE 1987

22+ Years Experience
15+ Industries, 10 Languages
10 Cultures
1000+ Completed Projects
3000+ Global Network Partners

Ethnosynergism® Market System Transform Market Intelligence into Intelligent Marketing

Ethnosynergism® market system appeals to a mindset, not an age bracket. It finds synergy between brand and the diversity of individual communities and cultures. A shared understanding of clients' brand is not only economically sound, but also socially beneficial to society at large. It is a WIN-WIN value proposition.

Succeed With *Ethnosynergism®*

Ethnosynergism® provides invaluable insights into consumer purchasing behavior and psychographics. MZI Global uses the results of *Ethnosynergism®* to strategically target consumers, increase sales and facilitate brand loyalty. Our targeted segmentation approach significantly reduces costs through:

- Unique Cultural Understanding
- Identification of Key Distribution Channels
- Targeted Market Entry

Ethnosynergism® is the quickest and the most cost efficient approach to qualitative and quantitative research for market entry analysis. MZI Global's micro segmentation answers macro questions, identifying the most cost efficient and fastest way to enter a new market.

Ethnosynergism® Strategic Research for Market Entry

MZI Global effectively combines primary and secondary research methodologies to create a comprehensive portrait of new markets for our clients. Offering a wide variety of research services, MZI Global provides clients with solid intelligence for successful and cost effective market entry via:

- Industry Analysis
- Competitive Analysis
- Segment Analysis
- Value Chain Analysis
- Ethnographic Market Analysis

MZI: 1-2-3 Issues Identification

1-Local and Global:

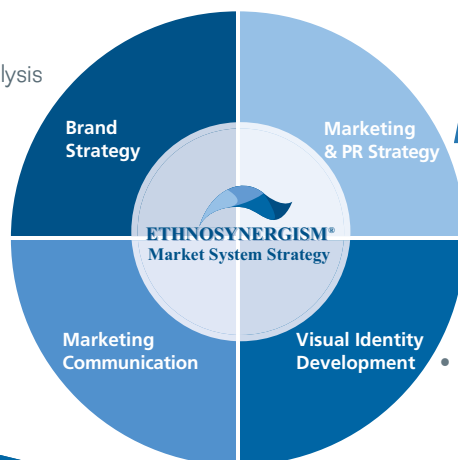
- Business etiquette, customs, cultural values, buyers attitude
- Cultural, Demographic, Firmographics in US/Abroad
- Economic Analysis
- Global vs. Local Benchmarking
- Market Competitive Analysis
- Market Attractiveness Analysis
- Political Risks
- Market Barrier

2-MZI Market Design Programs:

- Buyer/Customer/End User Behavior
- Competitive Practice/Norms of Industry Sector
- Distribution Channels-Value Chain
- Lead Channels
- Sales and Marketing Programs
- Deal Making

3-MZI Implementation & Monitoring:

- Negotiation Styles and Business Etiquette
- Sales Program/ Region / Country Specific Design Guides
- Financial Imperatives, Cost Base Feedback



MZI Global's Services:

- Market Research
- Cultural Profiling
- New Product Development
- Consumer Driving Insights
- Trend Analysis
- Strategic Market Audit