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PRODOTTI O MACCHINARI

The branch center O.K.N.A. Marketing provide the companies working on the glass constructions market with consulting services. Consulting part of this program includes:

Marketing audit of the company and the market marketing researches

- Marketing audit of the company – company's state analysis;
- Definition of the company's business goals, detailed elaboration and requirements description;
- Analysis and business processes optimization

Marketing researches enables specialists to estimate the market volumes and growth rates and detect development tendencies.

- Development of investment branch projects and business plans
- Promotion programs development and introduction

Development of programs is carried out on the basis of profound analysis of the market, produce, communications, positioning, competition, prices, trade channels, etc. The branch center O.K.N.A. Marketing provides consulting support at the stage of the promotion program introduction. The branch center O.K.N.A. Marketing carries out researches on the glass constructions prices on a regular basis. The largest glass constructions manufacturers are included in the analysis. Research is carried out by a telephone interrogations method

Company Profile of **O.K.N.A. Marketing**

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