

Marketing Services



The increasing pace of change in today's business environment has made up-to-date and accurate marketing information a critical factor for success. Coface Central Europe Marketing Services help our clients meet the intensified information requirements for effective competition in a global economy.

The cornerstone of our Marketing Services is formed by the ICON database, which contains information on 7.3 million businesses in Central and Eastern Europe. This extensive database has been compiled to meet the special needs of credit management experts, and allows a modular approach to both data selection and output. The results are customer-oriented services to precisely meet customer needs.

■ BUILD

- More exact customer profiles help our clients improve the efficiency of marketing programs.
- We identify potential customers using the latest branch data, and target the best opportunities.
- Our experts collect and prepare key input data to support decision-making for acquisitions.

■ PROTECT

- We safeguard valuable human and financial resources by directing efforts towards the best prospects.
- Customised selection allows our clients to make optimal decisions for more efficient business development.
- We help minimise the risk associated with developing new target groups or new country markets.

■ SERVICE SPECIFICS:

- Addresses from ICON database focusing on companies with solid credit ratings
- Selection available for Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia
- Choice of target groups by industry (NACE codes), functionary type, turnover, employees
- Identification of companies by latest research, credit rating, year of foundation etc.
- Basic output: Icon Number, company name, legal form, address, industries
- Additional output: Contact person, contact number/s, turnover in EUR, number of employees, electronic addresses, import/export activities
- Delivery by e-mail or CD-Rom in Excel or Access format