

Press Release

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GEO STRATEGIES ASSISTS NISSAN'S NETWORK PLANNING NEEDS IN ROMANIA

Bucharest, London

Geo Strategies Ltd (Experian Business Strategies partner for Romania) has concluded a consultancy project for Nissan Europe in relation to Romania.

Romania has seen a huge growth in Automotive sales in recent years; in a fast moving market where consumerism is coming of age, understanding socio-demographics, lifestyles, culture and behaviour of the Romanian consumer are becoming essential for maintaining sales and improving profitability.

Damien Bossut, Project Manager Nissan Europe, said: ***"The success of our dealerships in every Nissan country is dependent on a complex range of factors; Romania has been evolving very fast and at Nissan Europe we need to have a timely understanding of how these factors are changing so that we are serving the Romanian consumer in an optimal manner now and in the future"***.

Automotive importers and manufacturers design and develop their networks based on the levels of supply, health of the economy, type of customers in the catchments areas, demand, accessibility and competitive pressure. While there is no substitute for flair (best guess) in an early market or more aggressive stage, maintaining the perspective and a wider and better informed context is increasingly necessary in an ever-growing competitive environment.

Damien Bossut said: ***"We commissioned Geo Strategies to provide us with an understanding of the socio-demographics in Romania and of the pattern of change we should factor in our business looking forward. They have provided us with a pragmatic and well-informed approach, and a unique combination of local and global experience, based also on their Experian partnership status"***.

"We have been very impressed by the quality and accuracy of Geo Strategies input and the level of experience in their team."

Daniela Florea, CEO of Geo Strategies, said: "We are particularly pleased to be of assistance to Nissan Europe with their requirements for Romania; they have appreciated the benefits and the gains from our analytical approach for both the strategic and tactical planning levels in Nissan.

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About Mosaic:

Mosaic Romania is a completely new geo-demographic segmentation tool that classifies all of Romania's 21.6 million inhabitants into one of 45 distinct consumer types. The system has been developed by Geo Strategies in partnership with Experian, and classifies consumers into 45 neighbourhood types, aggregated into 10 groups.

Mosaic Romania is a powerful information tool, which is equally valuable across different market sectors. For the Government, Mosaic Romania provides an informed basis and a tool for allocating the right resources and developing appropriate communication strategies. For the commercial sector, Mosaic Romania is a tool for targeting, acquiring, managing and developing profitable customers.

About Experian's Business Strategies division

Experian's Business Strategies division provides a comprehensive understanding of consumers, markets and economies in the UK and around the world, past, present and future. It is a market leader in consumer profiling and market segmentation, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is one of the largest in the UK, devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Its core expertise is built around geo-spatial information solutions, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management. This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework and Micro Marketer G3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

About Experian

Experian is a global leader in providing analytical and information services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence.

Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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