



MIDDLE EAST/ TURKEY  
**COMPETITOR INTELLIGENCE**



**Marker Global Ltd**

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## CLIENT:

A European food retailer planning to acquire a stake in a supermarket in Turkey.

## THE MARKER FLAG APPROACH:

### 01 Public sources:

a.

#### Review of media coverage for the previous 10 years:

- Local languages used: Turkish, Russian
- Geographical scope of enquiries: Turkey, Russia

b.

#### Review of public corporate records and regulatory filings in Turkey and Russia.

### 02 Interviews:

Most of the report compiled by Marker Global was based on locally sourced information and interviews with people associated with or experts in the retail business.

Our findings provided the client with information about certain commercial advantages of the main competitors, in particular cost advantages and strategy might enable them to enter into a sustained price war. Our investigation examined the strategies of competitors, organisational issues and key supplier relationships and enabled our client to select the ground on which to confront the competition.

### 03 Quality Mark

The local findings were verified by one of Marker Global's directors. Marker Global's main aim was to identify any risk areas – not identified by the client - that could impact on the successful completion of the transaction.

### 04 Marker Update

Our client received regular analysis on the subjects and their companies as well as any political changes that could impact the transaction timetable or the market share of the companies in the subjects' portfolios.

### 05 Time to completion

Four (6) weeks from the date of receiving the client's instructions.