

Transasia Consulting



613 B , 6th Floor ,Rajani Bhawan | 569 M.G. Road , Indore | p. 91.731.4045740 , 91.9200125582 | f. 91.731.2459904

Introduction & Mission

At Transasia our focus is on intellectual capital, marketing management broadly defined.....

We target value creation and direction setting at the intersection of hi tech marketing solutions and web commerce. TACO is a full fledged marketing services , research and e commerce company whose mission is to help clients stay ahead in competition by finding & deploying innovative ways for them to compete .

Our cross cultural experience and the ability to trigger breakthrough ideas bring together perspectives from many industries and business models which help the clients in two ways;

- ✚ We aim to generate deep insight into what drives value creation and competitive advantage thru our marketing services and research capabilities in our client's business
- ✚ We aim to synergize new age marketing tools with e - commerce and web technologies for the benefit of the client thereby delivering unique and market focused solutions



Why Us

- ❖ Carry out an objective **health - check** identifying opportunities for further improvement on Current marketing practices.
- ❖ Create and implement innovative solutions, at a time when people are beginning to **run short of fresh ideas**.
- ❖ Deliver solutions to specific problems. Generally the best people in organizations are **Constantly tied up** and unavailable, to take on additional initiatives.
- ❖ Deliver a significant, **measurable improvement** that goes beyond the client's own capability for managing change
- ❖ Act as a **catalyst** to accelerate marketing results
- ❖ Implement improvements where we have **expert knowledge**
- ❖ Provide a cost effective short-term resource to **transfer knowledge** or skills, without any long-Term headcount or payroll implications.
- ❖ Identify and implement best practice from a **wider experience base** than exists internally.
- ❖ Help companies to **transform** from traditional marketing to the new age hi tech marketing and web technology driven organizations



T r a n s a s i a

“Everything we do fits into The Five.”

Strategic Planning
Marketing Management
Market Research
Marketing Services
Web Services



strategic planning

It is more important to do what is strategically right than what is immediately profitable

Business Process Outsourcing

Help US & EU based companies to subcontract their Business processes to low cost Asian countries

India is home to well educated ,skilled and english speaking manpower . This makes it cost effective when it comes to Business Process outsourcing. Transasia is pioneer in getting such BPO projects executed from India

Market & Business Strategy

Help marketers seize market opportunities

Market assessment; Business strategy; Go-to-market strategy

Alliances & JVs

Winning markets by choosing the right channel partners

Help CEO centers finding the right channel partners and building the platform for creating the long term alliances & Ventures internationally

Import Intelligence

Help manage the delivery of resources

Sourcing strategy; supplier evaluation and selection; Contract development; Deal assessment and improvement, finding world class suppliers from Asia

Competency Assessment

We conduct an external assessment of the business processes on a wide range of key business indicators

Each applicant company receives a detailed feedback based on which we plan the internal improvement and alignment drive of the marketing & strategic planning processes aiming at Improvement and turnaround

International Marketing

Act as retainer consultant to win markets

Winning markets through market oriented strategic planning ,analyzing marketing opportunities , analyzing consumer markets and buying behavior ,lead & business generation , Planning , Implementation and mobilization

Organization Design & Governance

Help the management in designing a stakeholder focused organization

Mission, vision, values; Organization design and work processes , and performance management

Business Case Development

We help both new & established companies to adapt to a continuously changing market place

Help maintaining a viable fit between the organization's resources and its changing market opportunities. We are experts in developing detailed & viable business cases



marketing management

substantial part of the market value comes from intangible and intellectual assets

International Market entry

We identify and develop potential and the future markets of companies

With an exposure in more than 40 markets worldwide , we act as a retainer consultant and help the companies in Winning markets .Right from carrying out the basic research to identify and acquire the customers in foreign markets we provide our assistance.

Market Segmentation

Our Flagship service offers the widest array of services to help marketers

A company can not serve all customers in a broad market. The customers are too numerous or diverse in their buying behavior . We examine levels and segment the markets for the companies and advice targeting & positioning strategies for the key segments

Branding

Helps improving the Brand Image

Brand building Creating Brand awareness, Managing Brand Equity and brand Loyalty ,Brand Revitalization Brand Name , Symbol & Slogan Design

Sales Force & Channel Management

Help optimizing the sales & Distribution Strategy

Designing the sales organization , Sales Promotion Strategies , Designing the Distribution system and logistics

Advertising , Promotion and PR

Help companies evolve and design an integrated marketing plan

Help the companies to develop and design the advertising program ,media planning ,sales promotions ,road shows , campaigning ,internet advertising etc.

e – Commerce Solutions

We offer the widest array of internet & e – commerce services

Intranet & internet based solutions , offline and online automations ,standard and customized software development , website design ,development and hosting services , establishing B2B ,B2C and C2B domains ,e – commerce suit with payment gateway interface .

Marketing Communication

Modern marketing calls for addressing what to say , to whom ,when and how often

Help the companies to strategize in advertising , sales promotion , PR , publicity , personal selling , direct & interactive marketing strategy . We keep the communication approach current with the business needs and directions



Market research

Consultants who combine the rigor of research with the depth of practical experience

Market Intelligence Reports

Country reports play a vital role in identifying and understanding the current & future markets

Transasia produces reports covering an extensive number of consumer sectors and focusing on different marketing issues for companies worldwide. Our expertise in market intelligence helps the companies to understand where and why their markets are shifting, how to attack these markets, the consumer segments, buying behavior, competition and the sales channels.

We have an intimate knowledge of the structures, characteristics, developments and requirements of the market. Through our knowledge of the markets we are able to provide guidance and market entry services to companies in gaining access and to expand their market shares

Competitor Analysis

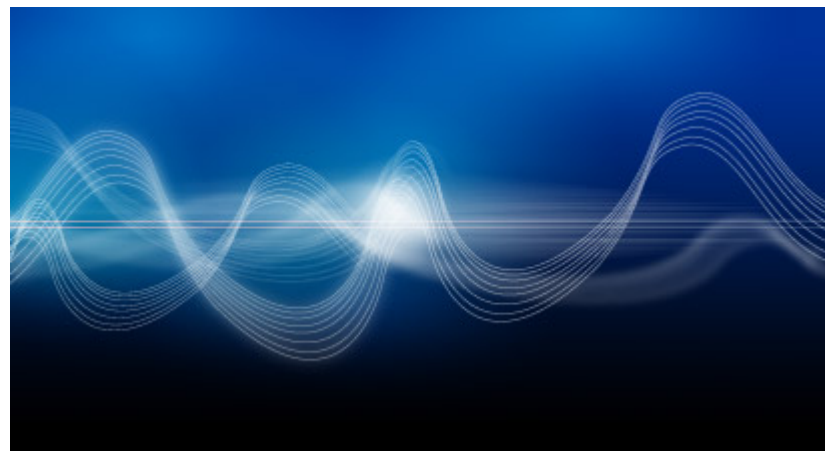
Identifying the competition and finding ways to address it

The role competition plays and how companies position themselves relative to competition. Successful companies design and operate systems for gathering continuous intelligence about competitors. We have a variety of tools to keep exporters and business support organizations ahead in the intense competition

Product & Service Management

Utilizing best practices that will optimize their performance of the products & services

Establishing the base line for product management practices. Positioning and differentiating the product & service with respect to its market segment and the Product life Cycle



services

Our Job is to help clients use our world class services to do extraordinary things.

Language Translation

For business , language is no bar

Realizing this we offer translation services to our clients

Fashion Forecasting

Help in Determining the trends & Forecasts for the Fashion & Retail Industry

Help the trendsetters with Market & Fashion forecast , consumer insights , Trend analysis ,tailored research ,Brand tracking and mystery shopping

Commercial Event Management

Helps managing and delivering Marketing program's

Customer focused organizations Help companies organize their work around customer groups ,not just around products Help designing and organizing the targeted and focused commercial events with world class concepts

Editorial Services

Facilitate advertising & Public relations

Undertake ground level work for the companies by designing the multilingual Ad's and PR drafts

International Appointments

Helps making your overseas business development trip more effective and inexpensive

With our exposure ,network and contacts in more than 40 countries we preplan your business trip with established & serious customers ,which makes your business development tour relatively more targeted

Surveys & Retail Audits

Help managers to visualize the intangibles like customer satisfaction

Our surveys obtain and use information on your customer satisfaction and dissatisfaction not only with your products / services but also with respect to your competitors . We use different and the most modern CSS approaches customized for different customer groups.We also undertake customized concept testing ,and attitudinal surveys

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web services

Our solution cater to all your business needs using the power of internet

e – commerce website development

We offer the widest array of e – commerce services serving multiple industry needs

Whether you want to set up a shopping website for your customers or planning to introduce an online order processing system for your affiliates and partners ,TACO offers you wide range of B2B , B2C and B2E solutions

Flash website development

We ensure that flash designs portray your bouquet of products and services clearly yet being attractive

We use latest tools in Flash and multimedia designs like Macromedia Flash MX , Director , Shockwave , Sound Forge , Adobe Premiere etc . to create powerful and persuasive online presence . Other than developing flash enabled websites , we also offer our services in designing flash intros , banners , presentations and animations

Database Driven website development

Our Database Driven websites are designed so that even a novice can manage it easily

We follow rigorous Project Management Process and our team does not jump over to coding straight away . Instead we invest time in analyzing your business type and use latest technical tools like ASP , PHP , .NET , Cold fusion ,PERL etc to deliver the website that offers you the maximum business benefit

Web Based application development

Our solution cater to all your business needs using the power of the internet

Web based solutions come useful for various business requirements , whether your plan is to implement an online CRM system for improved customer interaction or looking to take your entire business processes online for anytime , anywhere accessibility , we do it all

Website design And migration services

We ensure that your existing website does not get outdated with time

Today , businesses are competitive and bring frequent changes to attract customers and also technology is getting upgraded quickly . Thus , to make sure that your existing website does not get outdated it is always wise to constantly redesign it or migrate it to latest technological platform . By redesigning and migrating your website : you can avail multiple benefits . It gives you the chance to offer new services on your current website and also the opportunity to pass on the benefits of current market trends to your site visitors and customers.



Our Clients

Our client base is extremely diverse, All of our clients have benefited from one or more of our solutions ranging from marketing services, research and web hosting to complex e commerce solutions.

Normally the companies approach us:

- ✚ To carry out assessment and up gradation of their strategic planning & marketing processes
- ✚ Researching and developing new markets world wide
- ✚ Global sourcing
- ✚ Finding alliance partners
- ✚ Carry out word class projects in Market Research, e – commerce, segmentation and other Marketing services
- ✚ Out source their business processes to low cost countries
- ✚ Training and upgrading the executives



Global Offices

TransAsia Pacific – Head Quarters

Indore ,India

613 B , 6th Floor Rajani Bhawan

569 M.G.Road

Indore – India

P : 91.731.4045740

F : 91.731.2459904

M : 91.9200125582

TransEurope

Barcelona ,Spain

Transasia – Carlyle Consulting Ltd.

Lloret de Mar 36/ 37,

Barcelona,

Spain

Bucharest , Romania

Transasia – Carlyle Consulting Ltd.

37, Carol Knappe Street ,Section 1,

Bucharest,Romania

P : 40.21.665.5000

TransAmericas

Florida, US

209 NE ,5th Terrace

Delray Beach

FL 33444,USA

P : 561.272.0788

F : 561.272.0799

California ,US

1290 Parkmoor Avenue

San Jose

CA 95126,USA

P : 408.315.1615

Michigan,US

9094 Country wood

Playmouth

MI 48170,USA

P : 734.306.8249

