

# GfK Bulgaria Financial Market Research

Global expertise – local knowledge



**Not just a data base: a complete solution-oriented consultancy**

GfK Bulgaria monitors the financial market in Bulgaria since 1998. For more than ten years we offer an overview of the current situation of the financial market, as well as long-term trends.

The dynamic development of the market challenges us to be innovative.

Our scope of activities covers the full range of services which help our clients to obtain powerful information about the market.

## **GfK Bulgaria FMDS Project**

**Tracking data on bi-monthly base of the Bulgarian banking market covering a wide spectrum of subjects**

### **Survey design:**

**A national-wide representative survey/Omnibus among 1000 Bulgarians aged 15+ years old**

### **Main survey indicators:**

- **Awareness of the banks in Bulgaria**
- **Advertising effectiveness**
- **Trust in banks**
- **Market shares (in %) of the banks**
- **Satisfaction with the main bank**
- **Requirements to the banks**
- **Image of the banks**
- **Financial products and services used**
- **Intentions for using financial products and services in the near future**

### **Output:**

**PowerPoint Report (available either in Bulgarian or in English)**

**Costs for 2009: upon request**

**An extra offer for back data FMDS 2008**

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