

B2B Omnibus



Always offers analytical and sophisticated approaches.

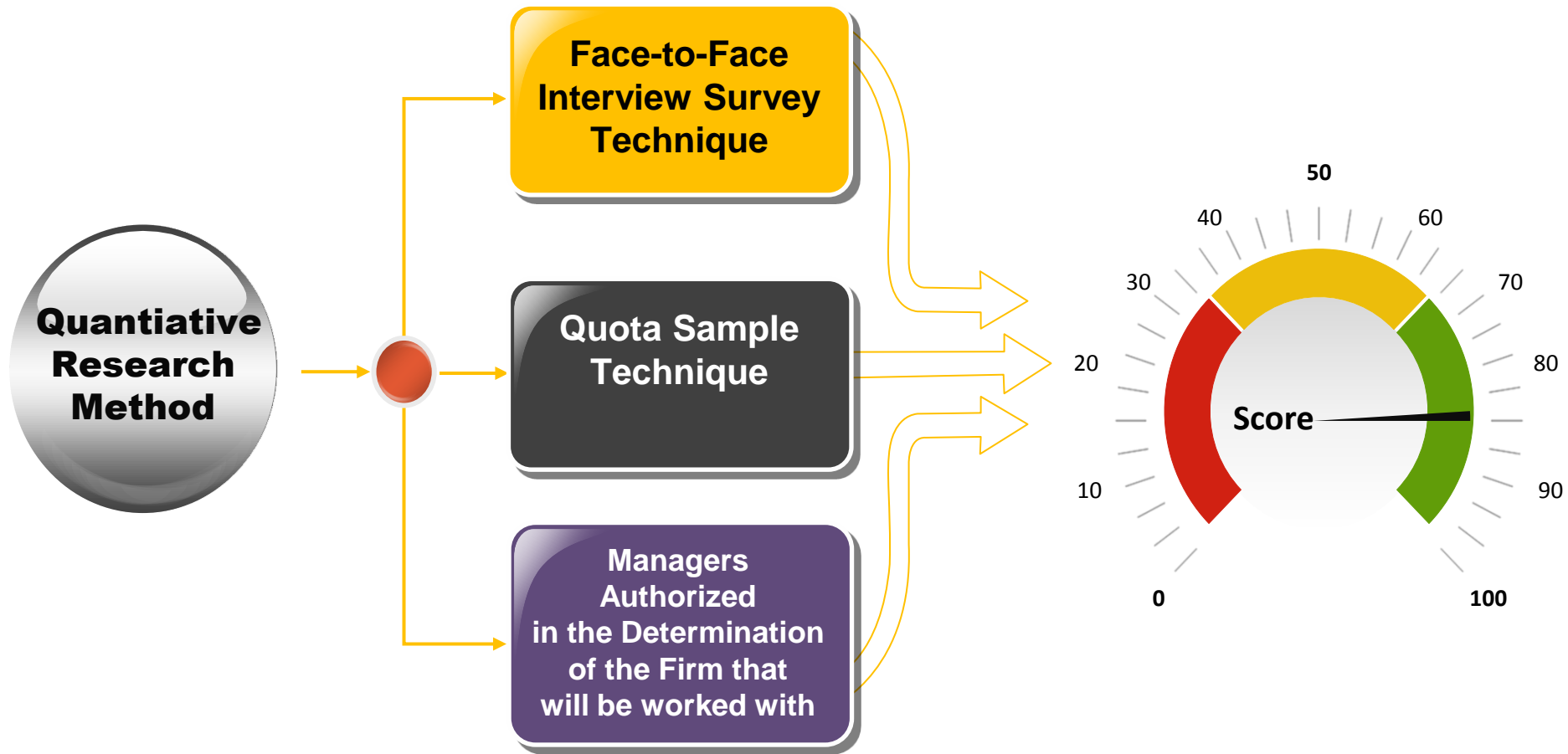
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It is an economical B2B research model that is realized periodically and can be participated by the firms whose all or part of the customers consist of companies **with their own questions**.

Firms need to compile their data over a sample audience independent from their own database so that they can determine the changes in B2B market and opportunities it contains in itself. It gives rise to a **high-cost and long-termed** research process.

By way of Vera B2B Omnibus Researches, the participant firms find the opportunity to make an extensive benchmark with all data for B2B market and track the marketing activities.

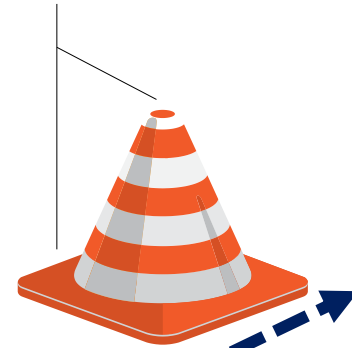




➔ Sample details are given on the next pages in detail.

Businesses with 50-249 Employees

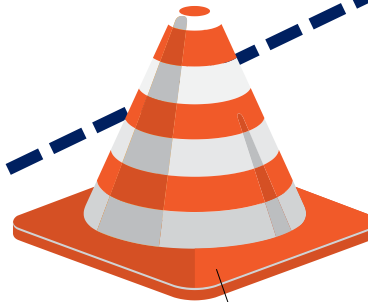
50 Business Managers



600
Business

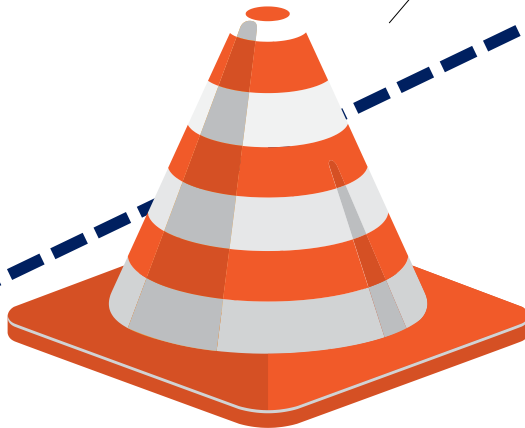
Businesses with 1-9 Employees

350 Business Managers



Businesses with 10-49 Employees

200 Business Managers



B2B Omnibus Research sample consists of 600 businesses which are active **in industry, construction and service sectors in 16 cities** as representatives of SME and with 1-249 employees in Turkey. Sample distribution of the cities are shown on the map.

Cities	Sample Volume
İstanbul	209
Ankara	68
İzmir	62
Bursa	45
Kocaeli	37
Konya	34
Adana	28
Gaziantep	23
Samsun	17
Kayseri	17
Denizli	14
Antalya	14
Tekirdağ	9
Malatya	8
Erzurum	8
Trabzon	7
Total	600



Annual plan of the B2B Omnibus Research that is planned to be realized in 3 periods in a year is presented in the table below.

Time Plan	Periyot I	Periyot II	Periyot III
Last Question Date	March 15 – April 15	June 15– July 15	October 15 – November 15
Report Delivery	May 15	August 15	December 15

Contact us for detailed information.

Aydın Babayigit

aydin.babayigit@veraarastirma.com

Naim Demirel

naim.demirel@veraarastirma.com

Tel : +90 216 465 80 66 Fax: +90 216 465 84 16

Adres: Kavacık Mah. Okul Cad. No:3 Kat:4 Sezer Plaza, BEYKOZ/İSTANBUL