

# CARLZENT

# Transform Ideas, Discover Markets.

At CARLZENT, we specialize in market intelligence, providing in-depth analysis of economic, social, and political factors that influence our clients' projects. Our research methods include comprehensive desk research, enhanced by direct engagement with key project stakeholders such as partners, investors, and clients. This dual approach ensures we deliver actionable insights that help you navigate and succeed in your target markets.

When it comes to planning, we focus on tailoring the best tools to organize our clients' projects. By helping to structure

venture ideas, we lay the foundation for a robust business plan that attracts investors, clients, and partners. Our services ensure that every aspect of your project is meticulously organized and documented, setting you up for sustainable success and growth.

Get things done with our help by connecting stakeholders and delivering the necessary information to ensure smooth operations. Our services facilitate effective communication and coordination among all parties involved, guaranteeing that your projects run efficiently and successfully.





## Startups.

If you have a business concept and aim to establish your company, you may require crucial project-related documents, such as a business proposal, brochures, or presentations. With limited resources primarily dedicated to product development, hiring specialized management staff or undertaking these tasks yourself may not be feasible. At CARLZENT, we provide in-depth analysis of economic, social, and political factors that influence your projects. Our dual approach of desk research and direct stakeholder engagement delivers actionable insights, allowing you to focus on product development while we craft robust business plans and marketing materials to attract investors and partners.

## Medium-sized Companies.

Your business has a proven track record, but organizing information and managing growth can be challenging. To attract partners and investors, reduce costs, and support your digital transformation initiatives, CARLZENT specializes in streamlining operations through detailed market research, strategic business planning, and effective project management. Our services facilitate stakeholder engagement, optimize efficiency, and help you achieve cost-effective growth and operational success.

# Client success stories.

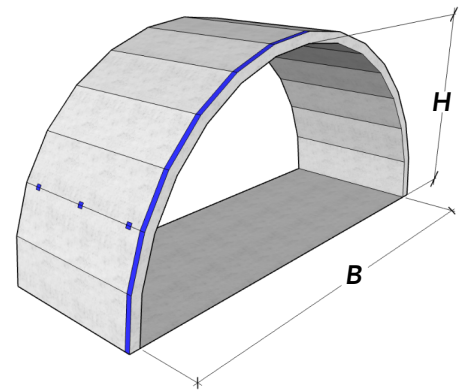
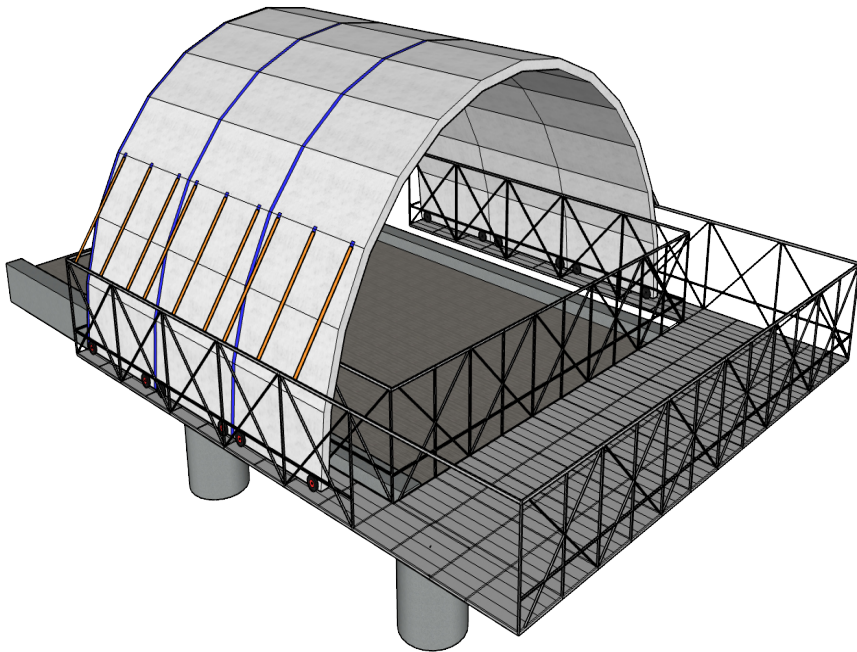
## Medium-sized Business

A recruiting company based in the United Kingdom faced difficulties in managing a large volume of documents from client and supplier interactions. These challenges included a lack of technical expertise for efficient software use, reliance on WhatsApp and email for file exchange and storage, and the impracticality of hiring additional staff or investing in advanced management software due to the company's size.

CARLZENT solved the client's problems by implementing several solutions. A cloud-based drive was set up for efficient storage and easy file sharing. Additionally, an external hard disk drive (HDD) was introduced to enhance data security. To optimize information retrieval, files were systematically named with simple codes and organized in a cataloged system.



# Technology Startup



A pioneering Norwegian startup specializing in pneumatic product design and development has created an innovative solution inspired by the founders' personal experiences. Having invested significantly to establish their office and produce sample products, they then actively sought clients to showcase their cutting-edge solutions.

Despite their efforts, the founders developed the product without conducting market research and lacked essential marketing materials, including the technical specifications necessary for client engagement.

To address these gaps, CARLZENT conducted a comprehensive analysis, providing insights into competitors and clients within the market. We thoroughly studied the company's business model and crafted impactful brochures and marketing materials, including photos, videos, and graphics, complete with technical specifications. These materials were designed to support compelling offers and enhance the company's appeal to customers.

# International Enterprise



A global construction company expanded into a new market, facing challenges from local competitors. The company needed to establish a strong brand image in Hong Kong, showcasing its capabilities for large-scale projects. As new offices were set up, the immediate focus was on creating marketing materials in the local language and implementing a local market intelligence system to identify and establish contact with strategic clients and partners to initiate business relations and drive sales.

Due to the limited availability of online information, on-site explorations were conducted to develop a basic Geographic Information System (GIS) tool for Business Analytics, providing valuable and up-to-date insights. This map, created using Google MyMaps, became an indispensable tool for the sales department in effectively managing leads.

To establish a local presence and directly engage with clients, a business development strategy was launched. New brochures were designed, and professional translation services were enlisted to ensure accuracy. The company participated in exhibitions and events with local contractors, significantly boosting its visibility within the market and facilitating direct sales engagements.

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