

## Major Czech Companies CD-ROM A marketing tool for:

- ▶ Searching for new business contacts (customers, suppliers)
- ▶ Obtaining updated information on management of Czech companies
- ▶ Easy contacting of prospective business partners
- ▶ Competition monitoring
- ▶ More than 33,000 company profiles based on the B2B structure
- ▶ Updated four times a year (March, June, September, December)
- ▶ Three language versions – CS, EN, DE



### ▶ ▶ What Information Will You Obtain?

**Quality and verified information on prospective partners**  
customers, suppliers

Contact information including management – position or field of responsibility

Business indicators with particular values

- ▶ Turnover, profit, number of employees, etc.

Company activities, export and import countries of individual companies

### ▶ ▶ Using the Data

▶ The CD-ROM brings a marketing tool both for simple and more complex information searches using 19 search criteria.

▶ Data obtained will serve not only as a **source of new business contacts, but also as a data source for marketing and business analyses.**

▶ Companies selected can be contacted through **interactive e-mail links**; already contacted companies can be assigned a note.

▶ Direct-mail activities are supported efficiently especially by **printing the address labels with particular names of managers**; direct-mails are then sent to the "right hands".

▶ The CD-ROM also provides you with a practical tool for monitoring development in companies, whether competitors or future partners.

### ▶ 19 search criteria:

- Company name
- Company ID
- City, Postal code
- District
- Legal and ownership form
- Management and positions
- CVP codes
- NACE branch codes
- Activities
- Export countries
- Import countries
- Branch offices
- Capital
- Turnover
- Number of employees
- Turnover per employee
- Profit per employee
- Profit / turnover
- Free-text search

### ▶ Data Export

This CD product allows exporting data into **TXT** and **DBF (Excel)** formats. Data obtained may be included into own information sources and databases or processed, as needed.

### Major Czech Companies CD-ROM Screenshots

The screenshots illustrate the software's capabilities. The top window displays a search results table with columns for company name, ID, city, and other details. The middle window shows a detailed profile for 'A.Charouz, spol. s r.o.' with contact information and a logo. The bottom window shows a list of search criteria and a dialog box for data export options.

## Major Czech Companies CD-Print

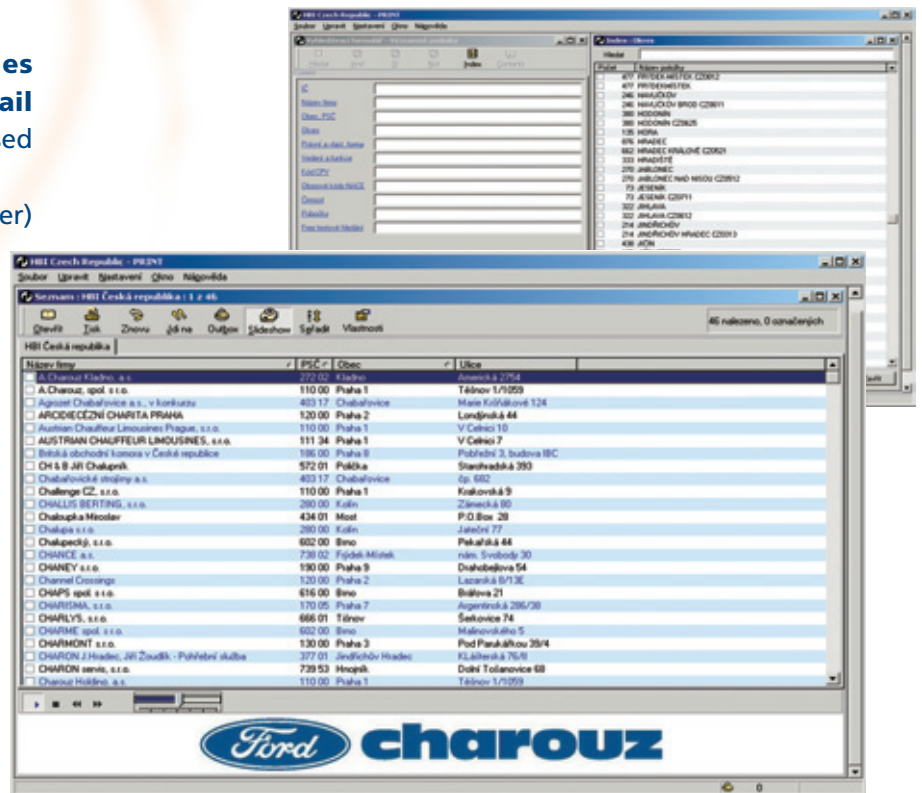
### A simple tool for:

- ▶ Identification of new customers
- ▶ Contacting selected companies electronically or through regular mail
- ▶ More than 33,000 company profiles based on the B2B structure
- ▶ Updated twice a year (March, September)
- ▶ Three language versions – CS, EN, DE

### ▶ 11 search criteria:

- Company name
- Company ID
- City, Postal code
- District
- Legal and ownership form
- Management and positions
- CVP codes
- NACE branch codes
- Activities
- Branch offices
- Free-text search

## Major Czech Companies CD-Print Screenshots



### ▶ ▶ What Information Will You Obtain?

- Information on prospective partners – customers, suppliers
- Contact information including management
- Information on company activities, data on branch offices
- CPV and NACE branch classification

### ▶ ▶ Využití informací

- ▶ The CD-Print brings you an easy tool **facilitating a basic search for the new business contacts**, both customers and suppliers, which you may define using 11 criteria.
- ▶ You may simply monitor development in competitor companies as well as prospective partners.
- ▶ Selected companies can be contacted through **interactive e-mail links**, or you may visit their current web presentations.
- ▶ Direct-mail activities are supported efficiently especially by **printing the address labels**; telemarketing activities may take advantage of printed telephone directories.
- ▶ The up-to-date status of published data can be verified at [www.hbi.cz](http://www.hbi.cz) using the **Online Access Password for CZ and SVK Database**.



### Information Manual

Comprehensive guide for easy and efficient use of HBI's products and services.



### Online Access Password – CZ, SVK – [www.hbi.cz](http://www.hbi.cz)

This password allows searching for the complete updated data in the HBI database without possibility of editing and complementary company presentation.