



▣ Who We Are

Kubas Consultants is an experienced, results-oriented marketing research and consulting firm. We serve Canadian and U.S. clients in sectors such as retailing, media, financial services, and allied industries, on both consumer and business-to-business issues. We are a small company that trades on its expertise and ability to produce effective results. Kubas Consultants was established in 1977.

▣ What We Do

We supply the critical research, analysis, planning and strategy our clients need to move forward. We primarily work in two areas:

- ▣ **Business Development:** corporate strategy, market expansion, new products, marketing and merchandising programs, advertising and sales promotion, competitive strategy;
- ▣ **Performance Improvement:** marketing operations efficiency, customer satisfaction and retention, best practices, pricing and sales management, performance measurement and tracking.

▣ Approach

Our approach starts with examining strategic issues and critical decisions points with our clients. This drives informational and analytical needs, which we resolve expertly and expeditiously. We then provide practical and insightful recommendations directed at specific business objectives, and advise our clients accordingly.

▣ Clients

We serve both Canadian and U.S. clients, primarily:

- ▣ National and regional retailers, shopping centres, and vendors and suppliers to the retail industry;
- ▣ Newspaper and periodical publishers;
- ▣ Communications companies, including advertising media, advertising agencies and industry suppliers;
- ▣ Financial institutions;
- ▣ Product manufacturers and service providers;
- ▣ Industry associations and government.

▣ Services

- ▣ **Market and Industry Analysis:** competitive analysis, target marketing, White Paper reports, economic and statistical modelling, futures studies;
- ▣ **Operations Analysis:** marketing performance and business unit assessment, business plan support;
- ▣ **Consumer Research:** quantitative surveys of all types and qualitative research such as focus groups, experience groups and personal interview;
- ▣ **Managerial Research:** industry insider and senior executive interviews and debriefs, management workshops, internal surveys;
- ▣ **Information Management:** review and strategic value assessment of internal marketing decision-support systems;
- ▣ **Expert Services:** affidavits and expert witness representation, seminars and presentations on key market trends and developments;
- ▣ **Publications:** including, *Major Market Retail Report*, *The Future of Canada's Mass Merchants*, *The Handbook of Profitable Newspaper Marketing*, *Re-Building Advertising Revenues with New Concepts in Rate Cards*, *The 50+ Financial Services Study*, *Profitable Retail Service Techniques*, and others, as well as numerous articles in the trade press.

▣ Corporate

Kubas Consultants is a division of Metro Business Services Inc. Our other operating divisions are:

- ▣ **The Newspaper Research Center**, specializing in newspaper marketing, pricing and rate structures;
- ▣ **The Communications Research Centre**, which is responsible for our consumer research activities.

▣ To Contact Us

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