



Business proposal YPI Consulting

We know your customer's needs



About YPI

Since 2002, we have been providing comprehensive services in the field of business consulting - we develop market research based business strategies and help our clients implement step by step marketing plans.

We are inspired by the Junior Enterprise spirit and cooperate with similar consulting companies across Europe, exchanging knowledge and offering our clients access to the international potential of the network.

We invite you to work with us!

YPI Consulting Team

Services



Market
Research

Strategic
Analysis
and
Consulting

Pricing and
Portfolio Analysis

Project
Accelerator

Supporting
Consultant

International
Projects



Industry specializations



Fuels and energy



Manufacturing and construction



Public institutions



Transport and logistics



Consumer goods and retail



Grants and development programs



Information technologies



Education and culture

Our experience – case studies



Smart Home market analysis in Sweden

The study covered the characteristics of the market and competition in the Smart Home sector. Entry barriers, potential application areas and target groups for the proposed solutions were described.



Analysis of the market for modern low-emission hydrogen energy

The study included competitive analysis, as well as pricing analysis on the power generation market. Then, a financial analysis was carried out in terms of implementation and profitability, along with the strategy development and marketing plan for the project.

Project overview



Mobile application market research

The scope of the study included analysis of mobile applications available on the market, functionalities and user opinions. Part of the study also included research on user preferences, based on individual interviews and observation of their behavior when using mobile applications.



Survey of residents' opinions on the revalorization of urban areas

Residents' opinion survey for the Norwegian Fund application concerning city park revitalization. YPI team conducted face-to-face interviews with city dwellers. The survey report included analysis of both qualitative and quantitative data.

Our workflow and deliverables

Working with YPI Consulting means **access to a truly committed and responsive team**.

We start with a market research proposal. Next, we execute fieldwork collecting quantitative and qualitative data. Finally, we provide a report including indebth analysis and actionable recommendations.

Client is able to monitor progress at every stage of the project and make adjustments if needed.

Possibility to make
changes at any stage
of the project

A report containing a set of
recommended actions

Support from the YPI team
in implementing the
recommendations

Contact

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