

when **expertise** matters





Ameria Management Advisory Services

With its extensive expertise in a number of sectors, Ameria is one of the leading management advisory companies in Armenia.

Founded in 1998, Ameria stood as a reliable partner for many of today's successful companies, offering a comprehensive and individually tailored range of advisory services.

OUR MISSION IS TO IMPROVE THE QUALITY OF LIFE BY:

- providing WORLD-CLASS business solutions to our customers
- implementing business and social projects significantly impacting the WELL-BEING of the society
- creating unique corporate culture and development model of an international company, uniting the efforts of SUCCESSFUL PEOPLE,
- consistently INCREASING our SHAREHOLDER VALUE.

Our team consists of leading consultants with around 20 years of experience. We are specialized in strategy, corporate finance, operations, HR management, marketing and research. We have wide network of international consultants cooperating with us.

**500+ completed
corporate advisory
projects**

**200+ clients in
corporate advisory**

**Around 20 years of
advisory experience**

Being one of the few regional advisory companies as a member of a consortium for EU framework, Ameria renders a wide range of advisory services to public sector.

Beehive is considered to be the symbol of co-operation. In addition, propolis itself has been widely used in medicine for curing different kinds of diseases.

Strategy & Corporate Finance

Water comprises approximately 70% of human body. Though it can be found everywhere, only 1% of it is drinkable. Thus, water is considered the most valuable resource on earth.

We offer balanced decisions and know what can be an added value for your business.

- Business idea feasibility studies
- Strategy development
- Business plan development
- Structural reform and optimization concepts
- Development and implementation of financial management systems
- Company/project development strategies
- Franchise negotiations in various industries
- Comprehensive advisory services for development of local business in line with franchise requirements
- Assessment of financial efficiency
- Financial risk assessment and management
- Financial reorganization
- Cost calculation
- Development of efficient financing schemes

Operations & HR Management

Your operational efficiency flavored with best HR management practice and irreplaceable resources will form a sound platform for your success.

- Development and re-engineering of business processes
- Enhancing operational efficiency
- Technologies
- Negotiating with vendors for purchase of equipment
- HR management strategies
- Development of HR management procedures
- Development of job descriptions
- Position grading, development of remuneration scheme
- Staff evaluation systems
- Staff recruitment
- Development of management strategies
- Formalization of the company's corporate culture and values
- Capacity building and development plans

Being thin and elastic, at the same time spider net is the strongest fiber on earth, more durable than any natural or synthetic fiber. It is up to six times stronger than high-grade steel per weight.

Marketing

Human eye can see approximately 10 000 000 colors. Psychologists have found that people are more likely to recall a colored image compared to a black and white version of it.

We can find a unique marketing mix for your business to ensure your competitive advantage at local and foreign target markets.

- Development of marketing strategies for companies/brands on local and foreign markets
- Development of marketing action plans
- Development of sales plans
- Foreign (export) market entry support
- Development of organizational charts for marketing and sales processes of companies
- Consultation on marketing and sales capacity building
- Test marketing of new products
- Development of marketing mix (product policy, pricing policy, place policy, promotion policy)
- Market research
- Strategic brand management
- Customer life cycle and experience management
- Development of client loyalty systems
- Marketing performance measurement
- Marketing audit

Research

Your success largely depends on your understanding of the economy as well as your customers' experience.

- Macroeconomic forecasts and analysis
- Industrial researches within Armenia
- Market research and assessment of demand
- Development of research plans
- Consumer experience and preference study
 - f2f surveys
 - monitoring
 - focus groups
 - in-depth interviews
- Brand awareness study
- Client satisfaction study

You can find our recent publications here:

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The brain is the most complex structure in the universe, therefore it needs thorough investigation. The complete functional research and understanding of the human brain is an ongoing challenge for neuroscience.

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It is our pleasure to recommend the professional services of Ameria team. We believe "Ameria" CJSC is one of the most qualified consulting companies in Armenia, having necessary skills, experience and competence to manage sophisticated projects in an international context."

**Laurent Amar,
French Development Agency**

"We are fully satisfied with the services provided by "Ameria" Company."

**Alexander Witte
European bank for reconstruction and development
Armenian office**

"We are confident in the professionalism of the company and are pleased to confirm our satisfaction with quality of the services provided by "Ameria" CJSC"

**Serge Popoff
Yerevan Djur**

"Ameria CJSC is a reliable business partner, proved to be sensitive to our requirements and diligent in finding solutions to satisfy the client's needs. We appreciated their continued support throughout our project."

**Gagik Grigoryan
Rosgosstrakh-Armenia**



www.ameriaadvisory.am

+37410 56 11 11