

Service List 2015

Marketing	Prices From	
Product/service analysis for placement in new markets	\$	Euro
Matching of supply and demand to verify correspondence between image (packaging) and commercial strategy through the following steps:		
Client's and competitors' product/service study with relevant matching analysis	\$1,950	€ 1,404
Strategic report	\$450	€ 324
Total	\$2,400	€ 1,728
Segmentation & positioning	\$	Euro
Analysis of the market to define segments and identify available opportunity for a successful positioning through the following steps:		
Business needs and market analysis	\$1,800	€ 1,296
Strategic report	\$900	€ 648
Total	\$2,700	€ 1,944
Qualitative analysis/Panel discussion	\$	Euro
Market analysis to identify behaviour of potential customers and non-measurable data about product/company to adjust and customise commercial strategies for a successful result	\$2,800	€ 2,016
Distribution strategy	\$	Euro
Consultancy for the choice of the appropriate channel of distribution according to the marketing strategy through the following steps:		
Business needs and market analysis	\$2,600	€ 1,872
Strategic report	\$900	€ 648
Total	\$3,500	€ 2,520
Communication strategy and relevant copy strategy (B2B - B2C), including direct and indirect	\$	Euro
Communication strategy including choice of marketing tools and relevant copy strategy* through the following steps:		
Analysis of communication strategy/marketing tools of major competitors	\$1,500	€ 1,080
Campaign and/or Marketing tools definition including relevant contents	\$2,500	€ 1,800
Copy strategy	\$1,000	€ 720
Total	\$5,000	€ 3,600
*graphic design and copy writing not included		
Marketing strategy	\$	Euro
Development of a customised Marketing strategy according to the specific characteristics of the Australian/Italian market* through the following steps:		
Analysis of business needs and major competitors marketing mix	\$2,900	€ 2,088
Marketing Mix definition including Communication Strategy overview	\$3,100	€ 2,232
Total	\$6,000	€ 4,320
*graphic design and copy writing not included		

ICCI Members are eligible for a discount, on above services, of up to 25% depending on membership level. Please refer to below table.

Category	Level	Price/year	Discount
Individual / Corporate Member	Basic	\$352.00	up to 10%
Corporate Member	Gold	\$858.00	up to 15%
Corporate member	Platinum	\$1,507.00	up to 25%

All prices are GST incl.