

## CEA Products

### Content:

- ✓ **Mission Statements**
- ✓ **Goals of CEA**

### Mission statements

The Mission of CEA is to continuously research economic development and public policy in the Republic of Macedonia and to offer recommendations, suggestions and measures to the government and non-governmental institutions.

CEA members share a common vision of the Republic of Macedonia as a new emerging economy integrated with regional and world markets. They devote their time, efforts and knowledge to help make this vision become a reality.

### Goals of CEA:

- ✓ To provide quality policy analyses;
- ✓ To support viable economic policy in Macedonia;
- ✓ To help foster an environment that brings about higher investment, accelerated development and growth of the Macedonian economy, and EU accession;
- ✓ To achieve financial sustainability;
- ✓ To encourage regional cooperation and collaboration in the Balkans;
- ✓ To strengthen civil society, social capital and trust.

More information about our realized projects and activities you can find in the following link: [References and track record](#)



## WE ARE MAKING A DIFFERENCE



### Contents:

- ✓ **About CEA**
- ✓ **Quarterly and monthly economic monitoring**
- ✓ **Market intelligence quarterly report**
- ✓ **Microeconomic analyses and market research**
- ✓ **Fiscal decentralization**
- ✓ **IPA fund assistance**

## CEA

Center for Economic Analyses  
Bul. Jane Sandanski 63/3  
1000 Skopje, Macedonia  
[www.cea.org.mk](http://www.cea.org.mk)  
mail: [info@cea.org.mk](mailto:info@cea.org.mk)  
Tel: +389 (0)2 24 44 766

## Product 3: Microeconomic analyses and market research

### Contents:

- ✓ **Product description – Business planning**
- ✓ **Product description – Market research studies**

### **Product description – Business planning**

The Business planning is divided in two separate sub-products:

**First** is conducting business plan training and workshops for specific consumers need identified before.

**The second** sub product is compiling of a business plan document for the clients i.e. the start-ups as well as established companies. The business plans, as documents, is modeled and customized according yours current reality, depending on yours specific needs (either as internal strategic documents or document for loans or other financing).

### **Product description – Market research studies**

The market research studies will be analyses of a specific sector, within Macedonia, which will provide a wholesome picture of the concerned sector on the request and need of a potential client such as domestic or foreign investor or any other interested party.

The market research is conducted though both desk research based on a secondary data already available, and then with field research which will cover more specific issues with the sector. The research is covering all necessary aspects of yours business environment (including the political, legal, economic and technological aspects).

The studies can also be product specific, depending on your needs, in which case the research will be more directed and narrowed going more in depth, when the aspects of product offering, price range, distribution channels and promotion will be examined, providing the key findings for you, whether to invest in a specific sector or product. In this manner you will be informed of the existent competition as well of potentials for investments.



*"...We support the overall work of the CEA and in particular, your efforts at improving the quality of the public policy debate in Macedonia. In this regard, I would also like to express my appreciation for CEA work on the recent debate surrounding the reported decline in industrial production. I look forward to seeing the future output of CEA"*

**Kevin Ross**  
**IMF Resident**  
**Representative**  
**in Macedonia**