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Future Marketing estimates a business figure of 150 000 Euros for 2007

Future Marketing stakes on winning big clients by obtaining the ISO certificate in research, marketing and human resources consultancy

Bucharest, 3rd of May, 2007: Starting May 2007, Future Marketing, one of the most important mystery shopping providers in Romania, is certified with ISO 9001:2001 in research, marketing and human resources consultancy. The ISO certification is part of Future Marketing development strategy, which consists in offering quality services acknowledged on the Romanian and European market.

One of the main services offered by Future Marketing is mystery shopping, and lately the market is positive regarding this concept, which examines the quality of services provided by certain companies and also customer satisfaction. That is why the company has decided to be one step ahead its competition and obtain this certificate which represents a warranty regarding services offered to its clients.

“We understand the need for offering high standard quality services and this is why we implemented the SR EN ISO 9001:2001 quality management system in our company”, declared Ioana Maria Bostina, Managing Partner Future Marketing. “This system allows us to control the display of our entire activity and ensures our clients and partners that all their demands and expectations will be fulfilled.”

By obtaining this certificate, Future Marketing stakes on winning new clients, important players on the retail, banking, HoReCa and transportation industry and estimates a turnover of 150 000 Euros for 2007, 200% larger than last year.

About Future Marketing

Future Marketing started its activity in 2004 and offers specialized research and marketing consultancy services on the Romanian market.

The company has a vast experience in offering marketing consultancy services which consists in creating a strong bond with its clients and offering complete and on time research services, capable of solving efficiently all the marketing problems that can appear during their activity.

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Future Marketing services consists of quality research techniques such as mystery shopping and mystery calls, but also quantitative techniques (ad-hoc industry reports, branding research).

Future Marketing has a large portfolio of clients for which implements monthly and quarterly mystery shopping programs integrated in their marketing and human resources plans. Our company is specialized in offering mystery shopping services for the banking, hospitality and retail industries and we work with the most important players on the Romanian market.