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Future Marketing Stakes on Foreign Clients, Through the Mystery Shopping Providers Association Partnership

Starting This Month, Future Marketing Has Become a
Mystery Shopping Providers Association Member

Bucharest, 27th of June, 2007: Starting June 2007, Future Marketing, one of the most important mystery shopping providers in Romania, has been accepted as a member with full rights in Mystery Shopping Providers Association (MSPA). Future Marketing is the second Romanian company that becomes a member of the world's most important mystery shopping organization whose members are renowned companies all over the world.

MSPA is the largest mystery shopping organization in the world. Its members are marketing research companies, private detective firms, human resources companies and mystery shopping companies. MSPA mission is to offer its members the possibility to take part at specialized trainings and at regular conferences and the chance to interact with companies from different corners of the world where consumer behavior and clients are different.

„By becoming a member of Mystery Shopping Providers Association, Future Marketing has confirmed that it is a trustworthy company, this also being proved by the importance of our clients. Up to this moment, in Romania, only two companies have succeeded in being accepted in this organization and this stands for Future Marketing's professionalism. By becoming a member we are able to gain new clients from the Romanian market, but also from abroad, because MSPA vouches for the quality of services offered by our company”, declared Ioana Maria Bostina, Managing Partner Future Marketing. „Obtaining the membership for Mystery Shopping Providers Association is part of the Future Marketing strategy to extend on the foreign markets. MSPA offers many business opportunities and our company will have the chance to interact with partners and clients from other countries”.

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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.

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.