the Pareto report

Strategic insight into the most valuable 20% (the upper mass market)

About the reports available

for you to acquire

Dear reader,

We are happy to see that The Pareto Report is of interest for you and we hope the data will unfold valuable insights and ideas that can be linked to your business. Before entering the Pareto universe, please allow us a short reminder note on the contractual terms agreed on purchase.

The current document is proprietary information held by Brandelier.biz & AHA Moments. The reports may be used by your/ your company in any way needed, with these exceptions:
- This full report, or parts of it, can not be shared with any third parties without written consent from AHA Moments;
- This full report, or parts of it, can not be made public without written consent from AHA Moments;
- This full report, or parts of it, can not be traded or sold to other parties without written consent from AHA Moments.

Thank you for valuing and protecting the report and the information it provides.

Best regards,
The Pareto Report team

Also known as the 80/20 rule:
The Pareto Principle.

For businesses, the principle is: **80% of the sales come from 20% of the clients**.

Each country has a Pareto Population: the 20% of working age adults by monthly income.

They are the most valuable consumers with a **very disproportionate share of revenue** in most consumer categories. They are the **driving force for new products or service adoption**. And yet, we know so little about them.

What makes them tick?

Which are their motives and fears?

How do they make their spending choices?

What is their ability to drive trends?

What do they think / feel / do about living in Romania?

There's so much we don't know! Or didn't know. **Until now.**
The Pareto Report is going to answer all these questions and many more.

Methodology

Meet the Paretos

The Pareto Wallets

Living in Romania

Pareto subtypes

Report versions

An ample research programme which is both comprehensive and engaging.

We have designed a **syndicated research programme** to uncover the Pareto world.
The guiding principles: **meticulousness** through rock-solid methods, **reliability** by large sample and **creating AHA insights** by asking the right questions across stages

1. Set a solid ground
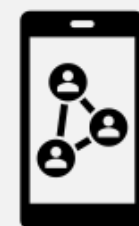
Desk research on income statistics

Income survey on 1400 Romanians

2. Explore the unknown

In-depth interviews (n=20), 2-3 hrs each

5 days netnographies (n=10)

3. Dimension the known

Online study on Pareto representation sample (n=900)

Broad Commercial Target (n=500) as benchmark

4. Light up opportunities

Rich insights reports

Opportunity assessment workshops

Considerations on research limitations:

Representativity	• Current study is representative for BCT and Paretos, while not mirroring the audience below 18yo and over 65 yo, nor the non-Internet users (22% excluded on this principle).
	• We assume an auto-selection bias, implied by the fact that respondents with higher completion willingness were first to be considered in the sample.
Subjectivity	• The study presents perceptions of respondents about themselves, about things around them, and does not reflect an objective reality.
	• We assume a desirability bias, respondents mentioning things they like to believe are truthful, which are not necessarily truthful.
Comparability	• The study is a snapshot of a precise moment (Sep 2021), and doe not include evolutions across time
	• The study is a snapshot of Romania and does entail comparisons with other markets

Gain a multi-perspective view
of the Pareto Population
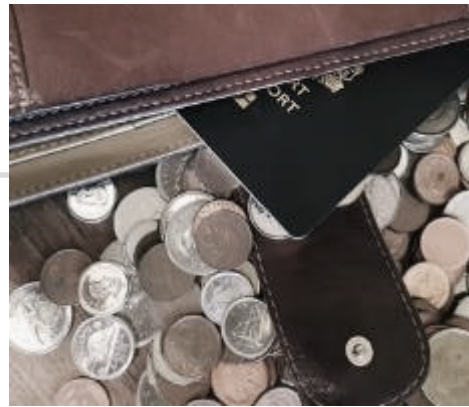
Pareto profiles

#socio-demo
inner motivations
#lifestyle
#career & family
#parenting
#entertainment
#nutrition
#body & mind

Living in Romania

#ideal Romania
#living in Romania
#quality of life
#Romania's performance
#stay or leave dynamics
#citizenship perceptions

Their wallets

#incomes
#contributions in total spending
#expenses
#large acquisitions
#insurances
#investments

Key categories

#categories on needstates map
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

PARETO PORTRAITS

Eary Adopters vs Mainstream

#socio-demo
#career & family
#income & spending
#shopping channels
#gadgets & apps
#entertainment
#nutrition, body & mind
about Romania

INNOVATION ADOPTION

Motivational typologies

#differentiating needstates
#lifestyle
#sizing
#portraits
#living in Romania
#their wallets
#key categories

PARETO SUBTYPES

The Pareto report

Methodology

Meet the Paretos
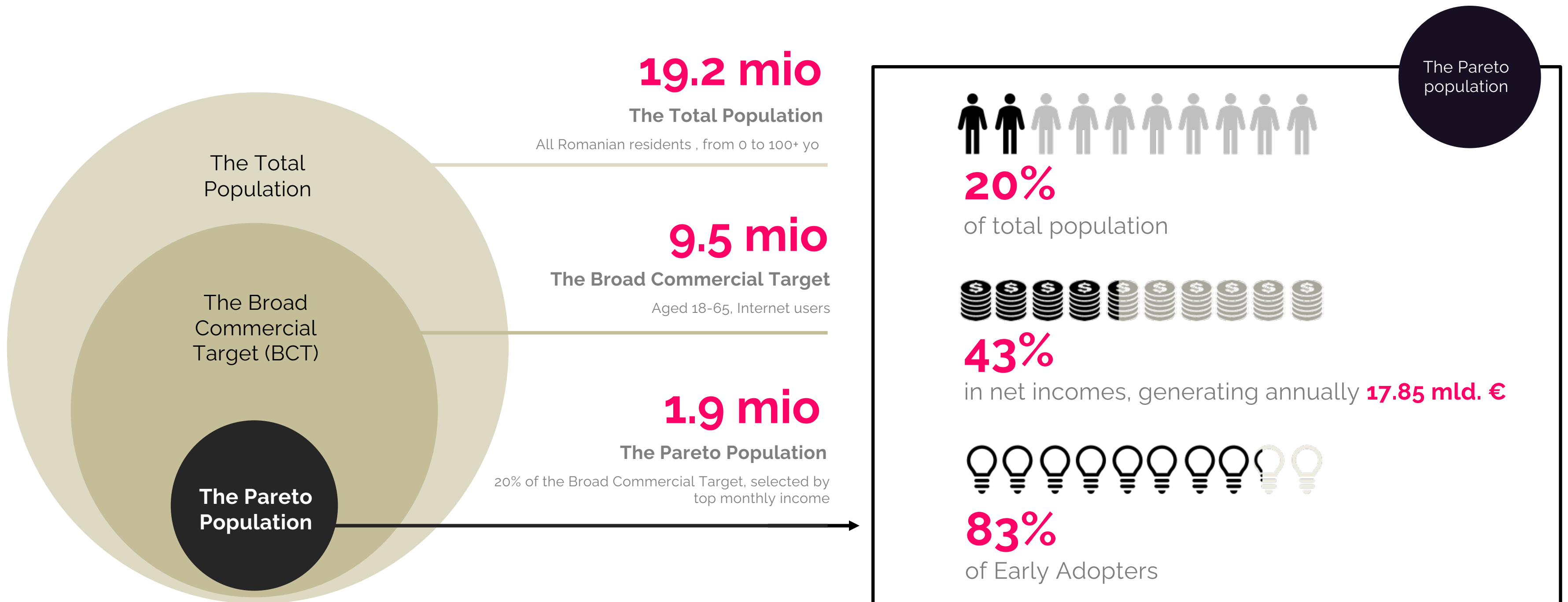
The Pareto wallets

Living in Romania

Key categories dive-in

Pareto subtypes

Report versions

Less than 2 million Romanians have a very disproportionate impact economically (43% of all net incomes) and socially in terms of changing mindsets (include >80% of Early Adopters)

19.2 mio

The Total Population

All Romanian residents , from 0 to 100+ yo

9.5 mio

The Broad Commercial Target

Aged 18-65, Internet users

1.9 mio

The Pareto Population

20% of the Broad Commercial Target, selected by top monthly income

The Total Population

The Broad Commercial Target (BCT)

The Pareto Population

The Pareto population

20%

of total population

43%

in net incomes, generating annually **17.85 mld. €**

83%

of Early Adopters

Br**a**ndelier | AHA MOMENTS

The Pareto Report

The Paretos in Romania are more likely to be younger, white collars with high education

The majority of the Paretos are between **25 to 44** years old. Amongst them, disproportionately more **YUPs** (young urban professionals) or **DINKS** (double income - no kids).

They are likely to live in higher urban areas..

Their time is mostly allocated to work related duties, being more likely to **have subordinates** at work.

And perhaps as a consequence, they are more concerned about the **work-personal life & family balance**.

The Paretos in Romania have a high education: **8 in 10** have graduated at least a bachelor's program and no less than **4 in 10** have graduated a MA, PHD or MBA program.
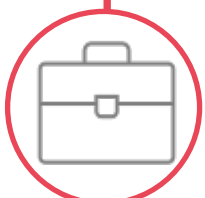
+4% more likely to be **males**.

+40% more likely to be **25-34 years old**.

+87% more probable to live in **large urban areas** (+200k inhabitants).

+51% higher chance to live in **larger households** like 3+ rooms houses/apartments.

+44% more likely to **work in a corporation** and **36%** in **public sector**.

+28% more likely to have a **bachelor's degree** and **+128%** higher chance to be a **post-grad** (MAs, PHDs, MBAs)
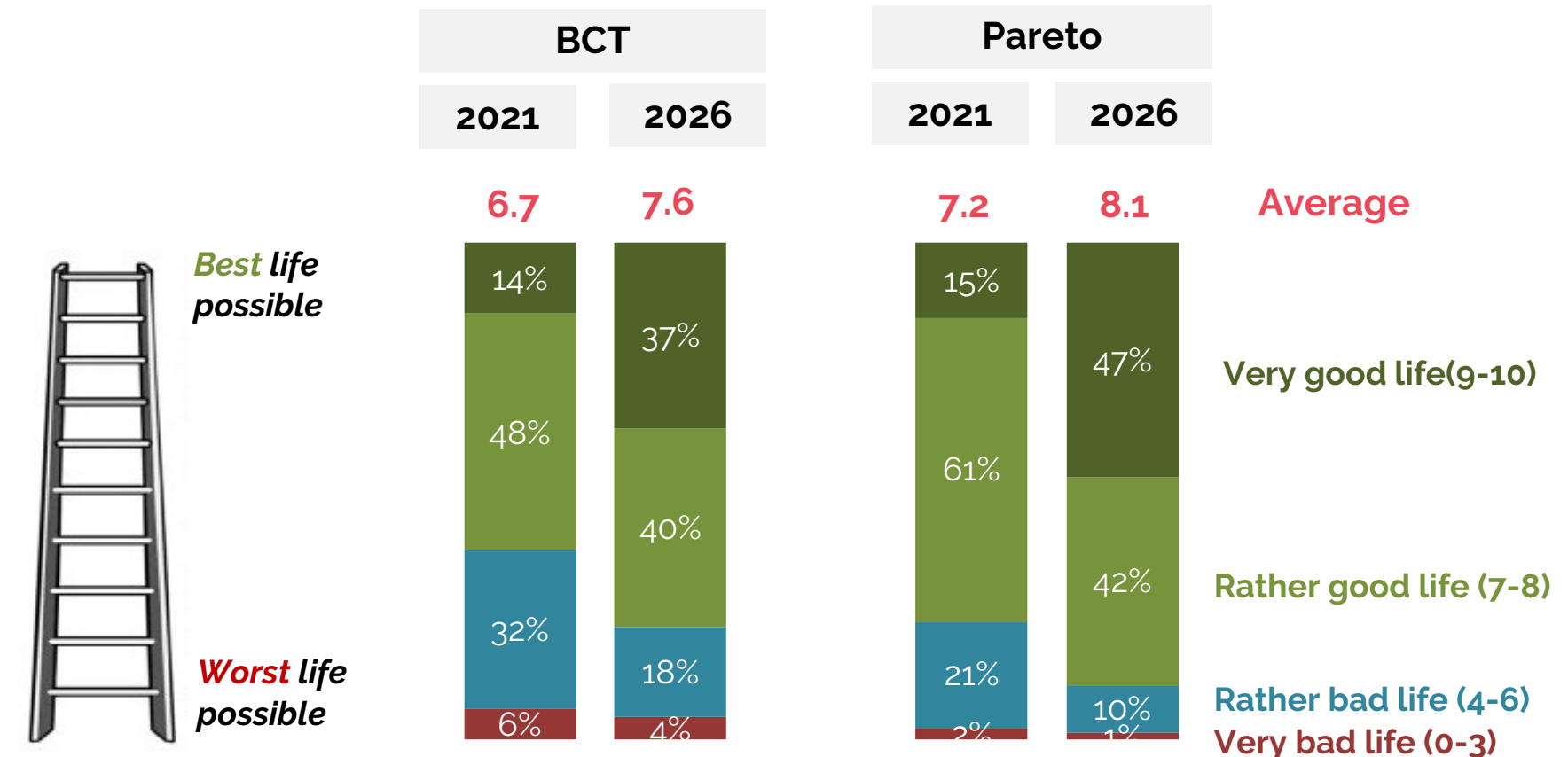
*Comparison with BCT population

Brandelier | AHA MOMENTS

Paretos are more individualistic and demanding with a moderate to good perceived quality of life

Family is the most important value among Romanians, regardless if they are Paretos or not.

However **the Paretos care more for "me-values"** like **balanced life**, self **development**, **perseverance**, and to a large extent also responsibility, optimism & uniqueness.

	BCT		Pareto	
	2021	**2026**	**2021**	**2026**
Average	6.7	7.6	7.2	8.1
Very good life (9-10)	14%	37%	15%	47%
Rather good life (7-8)	48%	40%	61%	42%
Rather bad life (4-6)	32%	18%	21%	10%
Very bad life (0-3)	6%	4%	2%	1%

Best life possible — *Worst life possible*

They say that **money don't bring happiness, but actually** the Paretos are feeling happier about their lives than the Broad Commercial Target.

They are optimistic, as most of them feel their life will be improving significantly in the next 5 years – again, this is a similarity to the BCT.

Brandelier | AHA MOMENTS

Paretos' standard of living is analyzed by looking at 10 key indicators.

There are countless studies whose purpose is to measure living standards. Consensus is that the best measure is by asking a single question, in which he he/she categorizes his/her life from the worst to the best possible. This way, the impact of each component can be derived statistically.

This is also the approach of the current study; life quality has been measured in a simple and direct way.

Then, using statistical methods, we have analysed the impact of **10 key indicators to the overall quality of life perception.** The palette encompasses major areas of focus that have been proven to play a significant role in building the quality of life.

The White Paper presents a summary of the drivers. Full details behind each particular driver are available in the Gold and Black report versions.


QUALITY OF LIFE PILLARS

HEALTH
INCOME
HOUSING
PERSONAL RELATIONS
WORK, JOB
FREE TIME
LOCAL LEISURE ACTIVITIES
SAFETY IN THEIR CITY
GOVERNANCE
ENVIRONMENTAL QUALITY

Meet the Paretos:
What's in the full report

There are all kinds of Paretos out there, from unemployed students to retired seniors, but there are some features that are more likely to appear in the Pareto population vs Broad Commercial Target (BCT).

Full socio-demographic profile including gender, age, location, education, marital status, children, size of household etc.
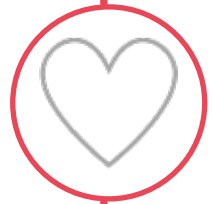
Key needs, fears, motivations and aspirations in life.

Their perceived quality of life and what impacts it

Their time budget and attitudes to career, parenting, leisure, nutrition and self-care.

#socio-demo
#inner motivations
#lifestyle
#quality of life
#career & family
#parenting
#entertainment
#nutrition
#body & mind

On average, Paretos earn almost twice as much as people in the Broad Commercial Target

Paretos are defined based on the income per capita considering the HH size and life stage.

| Personal monthly income (Net)	BCT 2.838 RON	Pareto 5.510 RON	INDEX 194 !

The Paretos are defined through their **declared income level.** More precisely, the income per household member, taking into account also their life stage. The **eligibility rules** are the result of 3 pre-studies and dozens of evaluated options.

	Pareto Threshold, Monthly HH income, RON	Pareto Threshold, Monthly Income per HH member, RON
1 person in HH, 18-24 yo	>3000	>3000
1 person in HH, 25 yo+	>4000	>4000
2 persons in HH, any age	>7000	>3500
3 persons in HH, any age	>8000	>2667
4 persons in HH, any age	>9000	>2250
5 persons in HH, any age	>9000	>1800
6+ persons in HH, any age	>10000	>1667

The Paretos are vastly outperforming the general population in consumption across all investigated categories.

Pareto share %
within Broad Commercial Target (BCT)
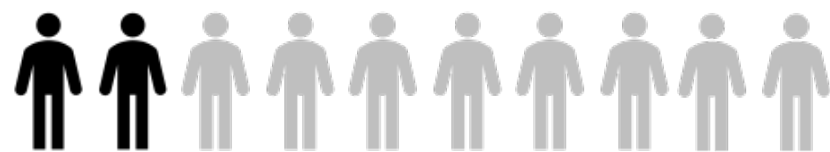
20%

in no of people

43%

in generated income carrying a NET annual income of **17.85 bil. €**

Yearly spent per capita
(Shown as index on Pareto vs BCT)

	INDEX vs. BCT
Personal development	303
Holidays	247
Cleaning services	206
Wearable gadgets	204
Electronics & appliances	201
Beauty services	198
Furniture, deco, house repairs	197
Education institution fees	194
Going out	190
Food and non-alco beverages	187
Sports and hobbies	185
Clothing, shoes, jewelry	177
Personal care & cosmetics	175
Health	175
Taxi, uber, bolt	175
Gas, car wash and repairs	171
Cleaning products	150
Toys, school supplies	145
Alco beverages & tobacco	144
Telecom services	134

Data sorted by Index
Index = Value spent by Pareto / value spent by BCT x 100.

17.85 billion EUR is the total income generated by The Paretos

What happens to this huge value pool?

    80% gets spent on goods & services,

   **12.4%** gets invested, saved or donated,

    7.6% goes to loan installments

We analyzed their spend on a wide spectrum of goods & services. On all investigated areas **they vastly outperform the BCT**, by index values varying from **134** to **303**.

The top differentiators are related to activities done for their individual self, like **personal development** (3x more BCT), **holidays** (2x vs BCT), **getting help** on home related chores (Cleaning services 2x more BCT), acquiring gadgets & appliances (2x BCT).

The Pareto wallets:
What's in the full report

Paretos have a disproportionate impact on the income generated and on the spendings across categories. This chapter is a radiography of Paretos money stream – how much, where from, where to?
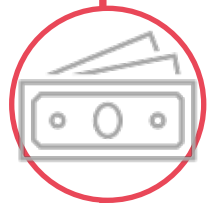
The size, structure and sources of Paretos' income by comparison to the broad commercial target
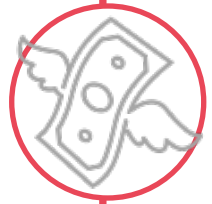
Monthly expenses radiography, share of total spending by category

A view of their large expenses, insurance and investments

#income
#sources of income
#share of total spending
#expenses
#large acquisitions
#insurances
#investments

BRANDELIER | AHA MOMENTS

The Pareto Report

Methodology
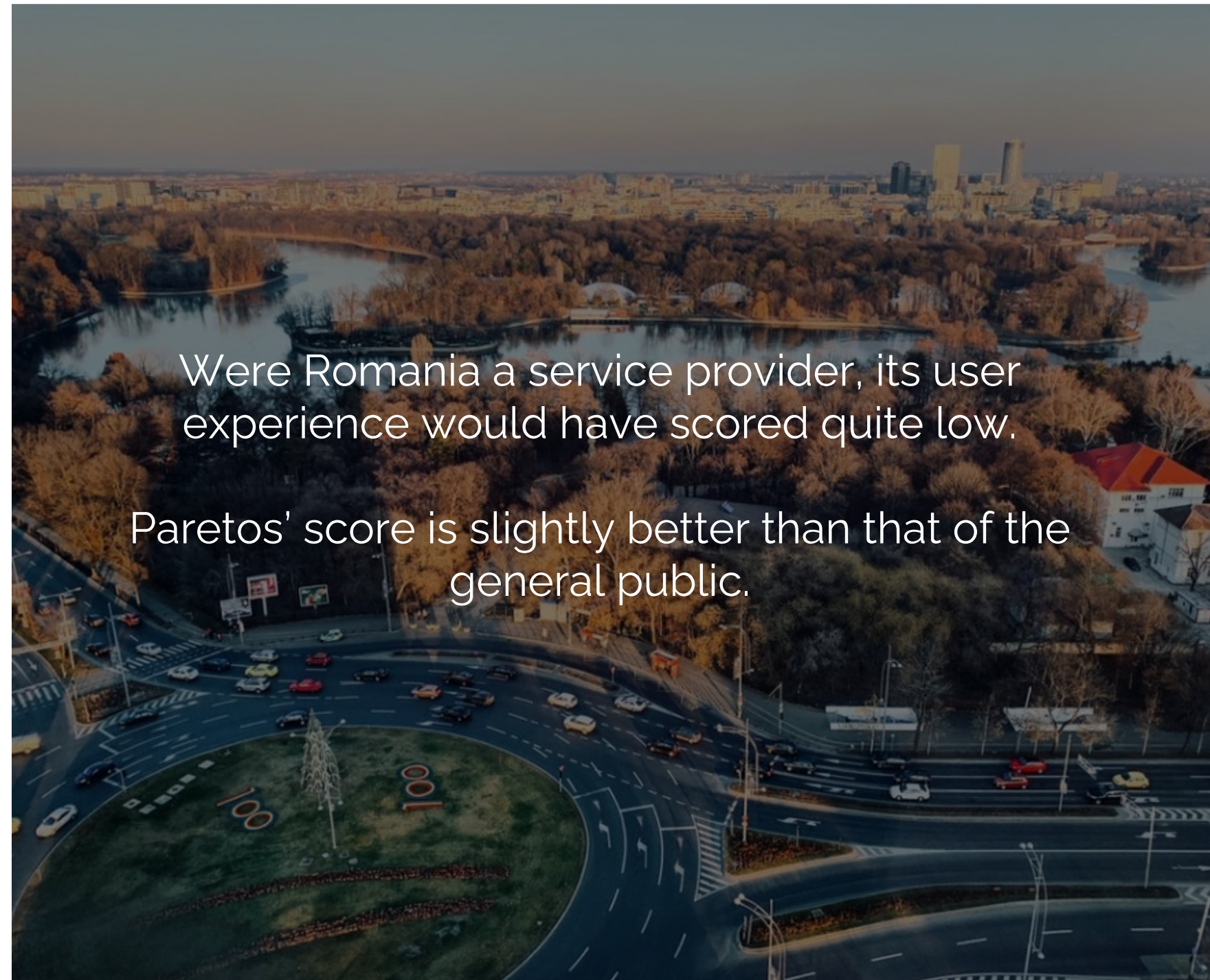
Meet the Paretos

The Pareto Wallets

Living in Romania

Key categories dive-in

Pareto subtypes

Report versions

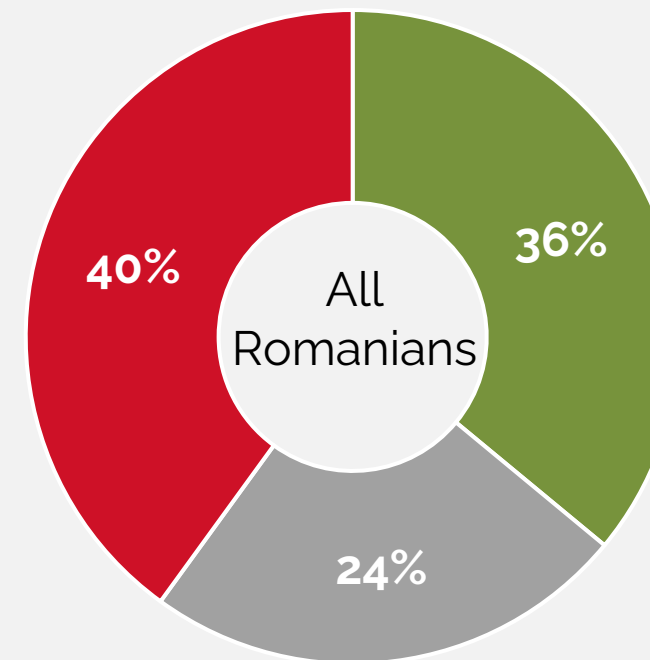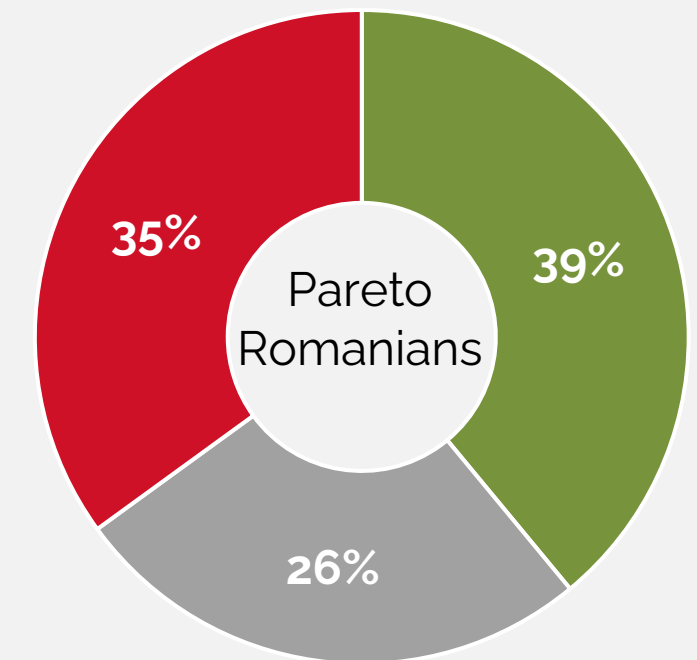# Respondents are split about recommending Romania as a country to live in

Were Romania a service provider, its user experience would have scored quite low.

Paretos' score is slightly better than that of the general public.

Recommending Romania as a place to live

*NPS = -3,9
(low score)

40% All Romanians **36%**

24%

*NPS = 4.2
(low score)

35% Pareto Romanians **39%**

26%
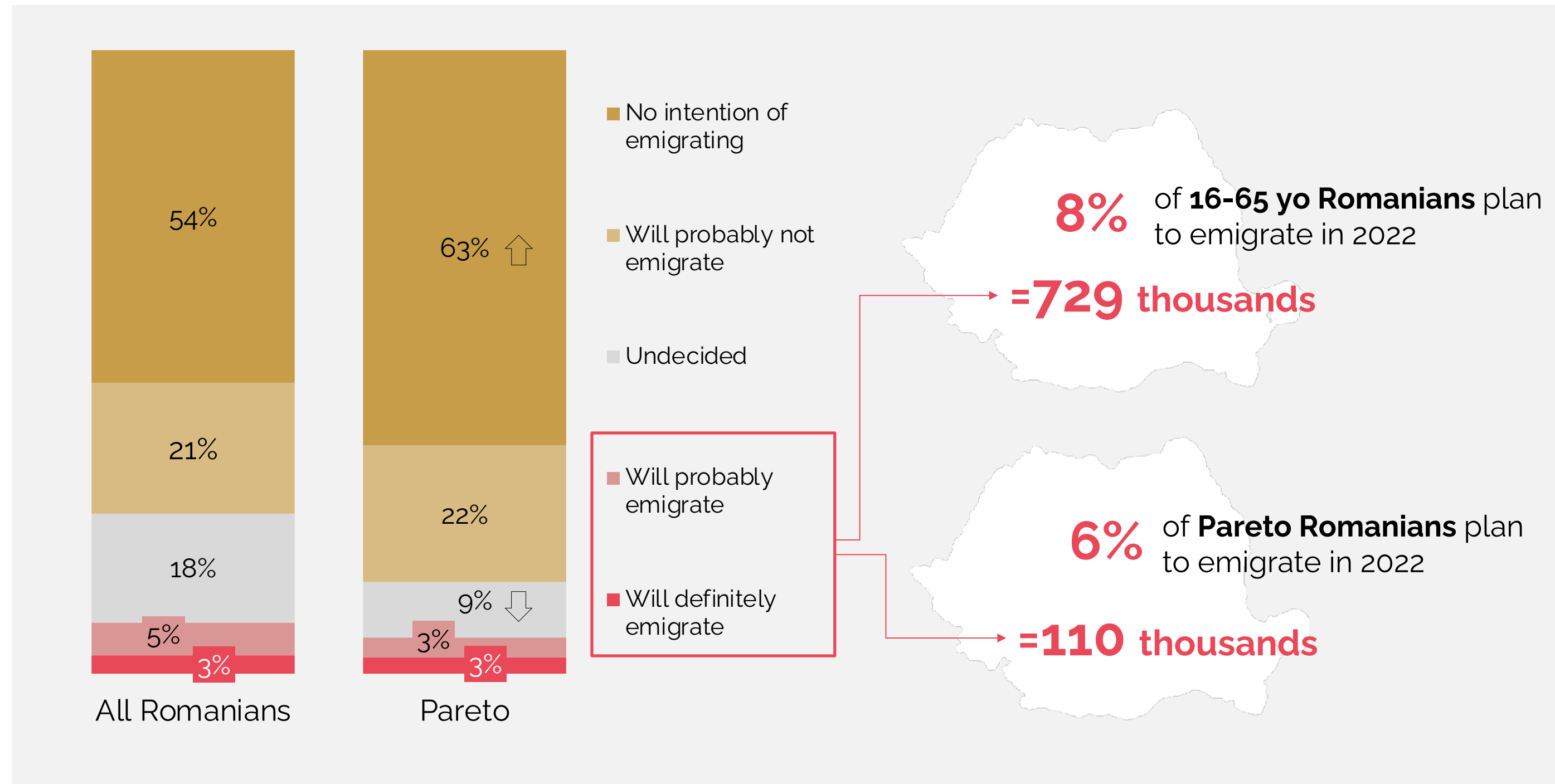
*NPS = Net Promoter Score, calculated as (% Promoters - % Detractors) x 100, and it is interpreted as follows:
>0 indicates a satisfactory level
>20 indicates a positive level.
> 50 indicates an excellent level
> 80 indicates a top level

Promoters (9-10)
Neutrals (7-8)
Detractors (0-6)

Brandelier | AHA MOMENTS

Living in Romania:
What's in the full report

The ideal Romania is a country where one is respected and appreciated, feeling empowered to change things around. Of complementary importance: optimism, safety and belonging.

Net promoter score of living in Romania. What is the meaning of "ideal Romania"?
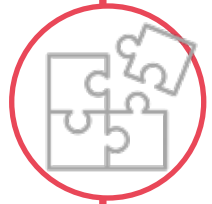
Deep dive in areas of satisfaction and dissatisfaction about living in Romania.

Stay or leave intentions, dynamics and identification as country or global citizen.
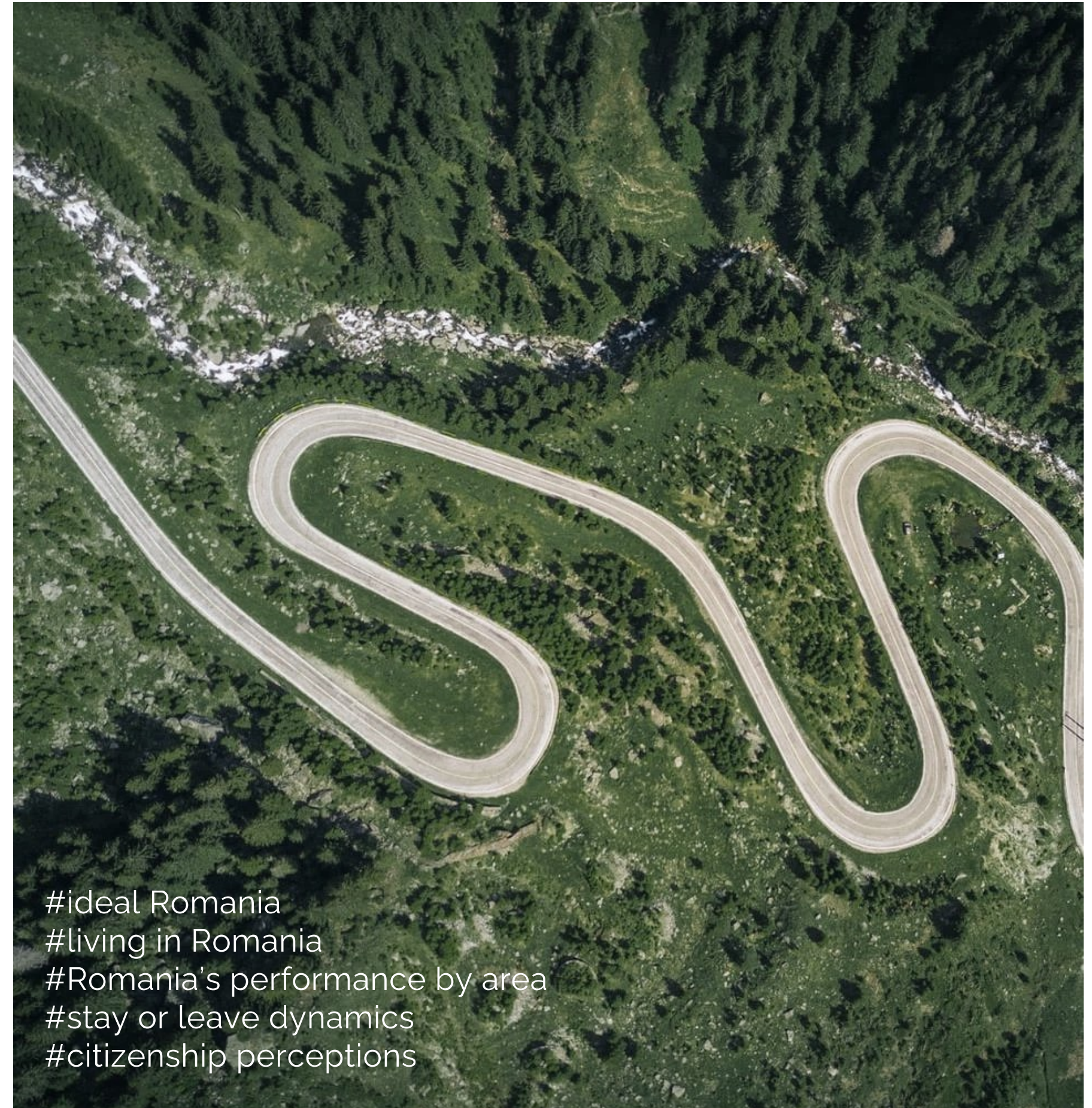
#ideal Romania
#living in Romania
#Romania's performance by area
#stay or leave dynamics
#citizenship perceptions

Methodology

Meet the Paretos

The Pareto Wallets

Living in Romania

Key categories dive-in

Pareto subtypes

Report versions

While the Paretos hold some values above others, their needstates differ by category

Different need states spectrum depending on category:
Banking is about **Safety**. Supermarkets are for "**Taking care of loved ones**". Alcoholic beverages are the social lubricant.

We have used the Needstates framework to map top desires behind these categories. This is just a snapshot: the full report includes **detailed category mapping**, marking the territories for both Pareto and BCT audiences.

Banking services	Dairy products	Automotive	Personal & beauty	Supermarket	Electronic products	Alcoholic beverages
1. Feel safe	**1. Disciplined lifestyle**	**1. Feel in control**	**1. Feel unique & special**	**1. Take care of the loved ones**	**1. Keep up with latest innovations**	**1. Feel part of the group**
2. Feel independent	2. Life balance	2. Feel independent	2. Others see my qualities	2. Be spontaneous	2. Progressing & developing	2. Establish relationships
3. Feel practical	3. Enjoy every moment	3. Feel free	3. Inspire others	3. Be practical in decisions	3. Be practical	3. Be spontaneous
Practicality less present for BCT, replaced by control	*Enjoyment is less prominent for BCT, replaced by calmness*	*Independence and freedom are less present for BCT*	*Same needstates standout on BCT as on Paretos.*	*Spontaneity less present for BCT, while group belonging comes up as highly definitory for them*	*Same goes for BCT, but Paretos attach some secondary meaning that BCT doesn't, such as power to change things through technology*	*Same category needstates for BCT as for Paretos. Yet, Paretos put enjoyment as complementary to alcohol meaning.*

Brandelier | AHA MOMENTS

High and rising penetration for online shopping
Here we find the Early Adopters & Early Majority.

Clear preference for online: using it beyond home related devices, to personal things that make them feel unique & special: books, sports, clothing & personal care items. Highest index vs BCT on grocery & alco drinks.

Various shopping outlets investigated….

Hypermarket/ supermarket

Neighborhood store/kiosk

Open market

Specialized stores

Online

Duty-free

Stores in another country

Higher online prevalence for The Paretos vs. BCT. See online shopping incidence across categories and Index vs BCT:

	%	Index	
Home appliances & electronics	73%	126	
Books	64%	136	
Clothing, shoes, accessories	62%	124	
Personal care & perfumes	58%	133	
Furniture & HH decorations	49%	122	
Toys	33%	117	
HH care products	30%	121	
Groceries and NA beverages	24%	199	!!!
Alco beverages	19%	207	!!!

83% of Early Adopters are in the Pareto Population.
They make or break new market entries.

High share for Early Adopters & Early Majority within the Pareto Population. **Discover the target that will embrace product innovations first**, while also giving a reason to the rest of the consumers to try.

What is their attitude towards technology?

10%
22%
35%
33%
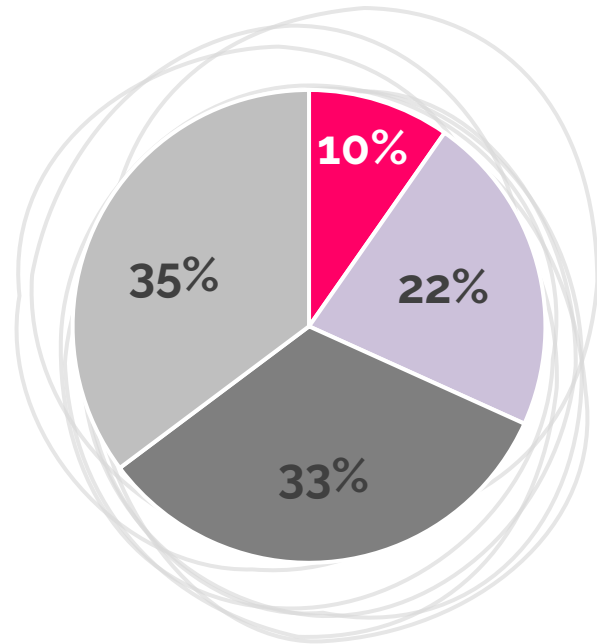
What is their attitude towards FMCG?

9%
33%
35%
23%
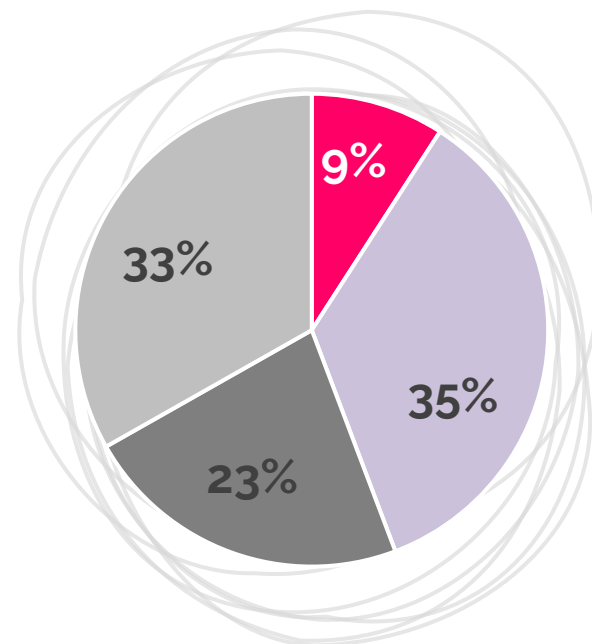
? Did you know that Early Adopters …

… are more likely to be **25-34** yo

… more likely **men** in tech and **women** in FMCG

… have a **higher income** than the average Paretos

… are more likely to have **dividends** among income sources

… have on average **5.4** high-tech gadgets in their houses (vs. 3.8 for the average Pareto)

… **to be continued with exhaustive profiling in the full report**

Early Adopter. Usually try new products before others
Early Majority. Like varied experience of trying new products
Late Majority. Before trying smth. new, I prefer seeing what others say
Laggards. Tend to use rather familiar brands & products

The Pareto Report

Key categories view:
What's in the full report

Find insights directly linked to your business. Where to place your messages to be heard by Paretos, where to place your products to be bought by Paretos and the motivations they are likely to respond better to.
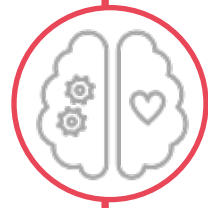
Motivational map for ideal brand in banking, dairy, auto, beauty care, supermarkets, electronics, and alco beverages

A dedicated chapter on Early Adopters and the adoption of marketing Innovation

Online and offline shopping channels
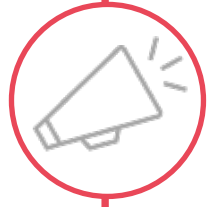
Sources of information, apps used, key gadgets, tourism and horeca.
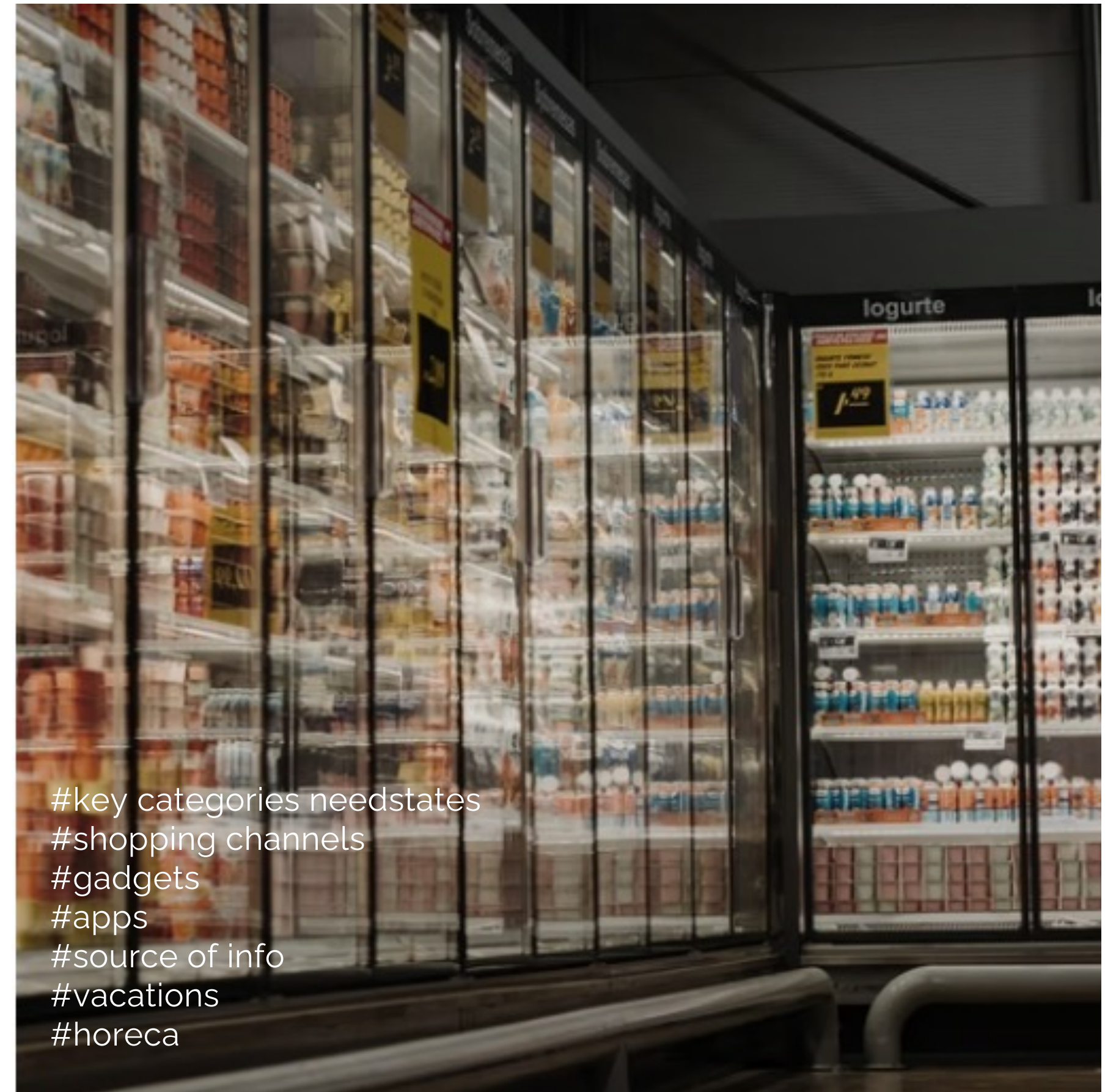
#key categories needstates
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

We used advanced needstates segmentation to understand sub-types of the Pareto Population

FREE EXPRESSION

Freedom
Need to feel liberated, no strings attached, just pleasure.

Exploring
Need to explore self's limits.

Sharing
Need to feel part of the group by having an optimistic attitude.

Status
Need to feel powerful and dominate the others.

ME

Belonging
Need to feel part of the group and please the others.

GROUP

Appreciation
Need to feel recognized and respected.

Security
Need to feel secure and tranquil.

Control
Need to feel in control and pay attention to details.

CONTROL

The Needstates segmentation is well grounded
The model is founded in the psychanalytic theories of Adler & Jung which maintain that human attitude and behavior are largely driven by unconscious needs – the roots of any thoughts, desires and impulses.

It is solid and time-tested
The analysis frame is built upon the 8 universal needs, cascaded down in 24 needstates (easy to grasp statements). They were formulated through a complex qualitative process and dimensioned with robust samples, always using projective techniques to get the truthful answers.

It is universal
The Needstates Model transcends time and cultures, so it can be followed through time and geographies.

Pareto sub-types – size & detailed portraits available in the Black version of the Report.

There are
5 Pareto subtypes

Paretos are very different kinds of people. We have clustered them in 5 subtypes based on their motivations.

1. Appreciation Seekers
2. Ambitious Achievers
3. YOLO/ FOMO*
4. Easy Goers
5. Dedicated Caregivers

First 3 subtypes sum to to 60% of all Paretos and cover the needstates specific to the "Me" dimension, contouring Paretos as oriented towards own person and needs, seeking appreciation, self-exploration and self-development, compared to the Romanians in general.

Pareto sub-types – size & detailed portraits available in the Black version of the Report.

YOLO = You Only Live Once/ FOMO = Fear Of Missing Out

Freedom

Exploring

YOLO/FOMO

to feel free

EASY GOERS

Sharing

to feel that I keep up with the latest innovations

be spontaneous in my decisions

to feel pleasure in everything I do

to enjoy every moment

Belonging

to feel that I inspire those around me

to feel that I am strong and the best at what I do

to establish as many relationships as possible with those around

AMBITIOUS ACHIEVERS

to feel that I have the power to determine my mind

to take care of the needs of those around me

DEDICATED CAREGIVERS

Status

to feel that I am progressing, developing in what I do

to be practical in my decisions

to feel like there is balance in my life

to feel independent

APPRECIATION SEEKERS

to feel appreciated & respected for my

to feel that others see my qualities

to feel unique and special through my way of being

to feel safe

to feel like I have a disciplined lifestyle

Security

Appreciation

to feel in control

Control

BRANDELIER | AHA MOMENTS

Gain a multi-perspective view
of the Pareto Population

| **Pareto profiles** | **Living in Romania** | **Their wallets** | **Key categories** | **Eary Adopters vs Mainstream** | **Motivational typologies** |

#socio-demo
inner motivations
#lifestyle
#career & family
#parenting
#entertainment
#nutrition
#body & mind

#ideal Romania
#living in Romania
#quality of life
#Romania's performance
#stay or leave dynamics
#citizenship perceptions

#incomes
#contributions in total spending
#expenses
#large acquisitions
#insurances
#investments

#categories on needstates map
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

#socio-demo
#career & family
#income & spending
#shopping channels
#gadgets & apps
#entertainment
#nutrition, body & mind
about Romania

#segmentation
#differentiating needstates
#lifestyle
#sizing
#portraits
#living in Romania
#their wallets
#key categories

PARETO PORTRAITS

INNOVATION ADOPTION

PARETO SUBTYPES

Depending on your needs and research budgets, we have organized the data in distinct products:

The Black Report

The Gold Report+
Detailed report for in-depth understanding of the motivational profiles of subgroups within the Pareto population and how they differ in their attitudes and behaviors.

The Gold Report

The White Paper +
Detailed report for in-depth understanding of the behavior and attitudes of the Pareto Population vs Broad Commercial Target.
And a bonus chapter on Innovation Adoption

The White Paper

An essential portrait of the Pareto Population by comparison to the Broad Commercial target in its essential sociodemographic and spending behaviors..

Brandelier | AHA MOMENTS

The Pareto Report

The White Paper

Their profiles	Living in Romania	Their wallets	Key categories	Early Adopters & Early Majority	Motivational typologies

#socio-demo
#lifestyle
#career & family
#parenting
#entertainment*
#nutrition
#body & mind

#quality of life*
#Romania's performance*
#stay or leave dynamics
#citizenship perceptions*

#incomes*
#contributions in total spending*
#expenses*
#large acquisitions
#insurances
#investments

#category needstates*
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

#socio-demo
#career & family
#income & spending
#shopping channels
#gadgets & apps
#entertainment
#nutrition, body & mind
about Romania

inner motivations
#needstate subtypes
sizing
portraits
living in Romania
their wallets
key categories

Available in the White Paper Report

*| additional details included in the Gold or Black Pareto Report versions

Available in the Gold and Black Report or stand-alone in Innovation Report

Available only in the Black report version

This report presents a summarized multi-perspective comparison of the Pareto Population in Romania to the Broad Commercial Target.

A 50+ slides presentation containing:

- Executive summary
- Sociodemographix portraits enhanced with the values, motivations and time budgets.
- Summary understanding of the 10 Quality of Life Pillars for the Pareto Population vs. BCT
- Attitudes and behaviours around key life coordinates, from nutrition to shopping, from parenting to career, or how it feels to live in Romania.
- Radiography on their wallets – what comes in as incomes, what gets out as expenditure.
- Summary of an ideal brand in 7 categories (Electronics, Auto, Dairies, Banking, Personal Care, Alco Beverages and Supermarkets).
- Shopping behavior summary in 7 categories.

BRANDELIER | AHA MOMENTS

The Pareto Report

The Gold Report

Their profiles

#socio-demo
inner motivations
#lifestyle
#career & family
#parenting
#entertainment
#nutrition
#body & mind

Living in Romania

#ideal Romania
#living in Romania
#quality of life
#Romania's performance
#stay or leave dynamics
#citizenship perceptions

Their wallets

#incomes
#contributions in total spending
#expenses
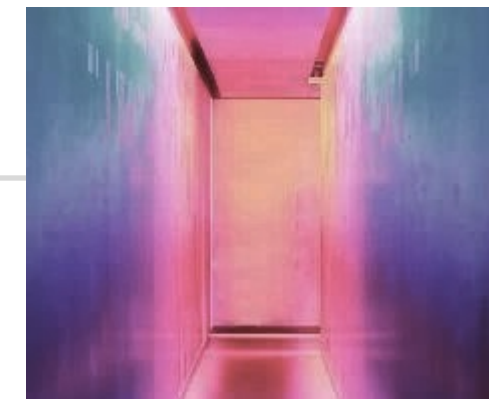#large acquisitions
#insurances
#investments

Key categories

#category needstates
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

Early Adopters & Early Majority

#socio-demo
#career & family
#income & spending
#shopping channels
#gadgets & apps
#entertainment
#nutrition, body & mind
about Romania

Motivational typologies

#needstate subtypes
sizing
portraits
living in Romania
their wallets
key categories

Pareto portraits

Innovation Adoption

Pareto subtypes

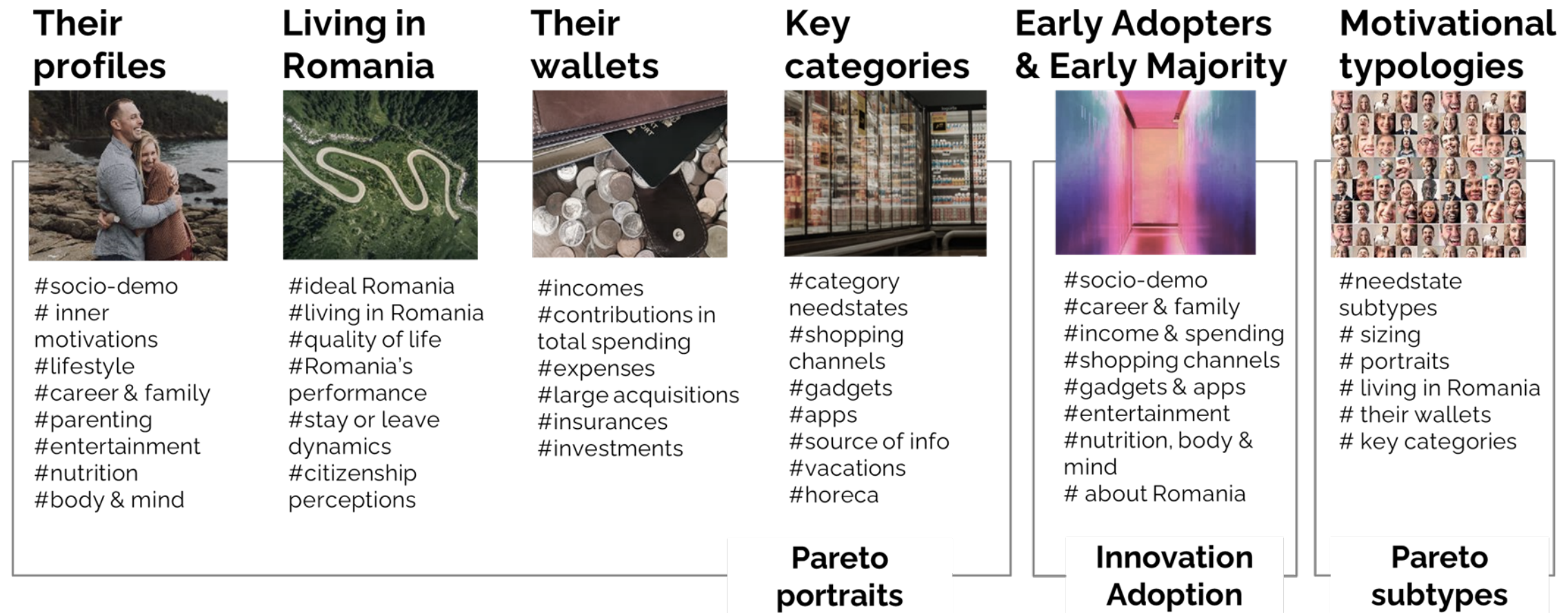---

This is a rich report entailing two major chapters:

1. Pareto portraits (+80 pages)
- Sociodemo portraits enhanced with the needstates map the Paretos versus the Broad Commercial Target
- Detailed understanding of the 10 Quality of Life Pillars for the Pareto Population vs. BCT
- Attitudes and behaviours around key life coordinates, from nutrition to shopping, from parenting to career, or how it feels to live in Romania.
- Radiography on their wallets – what comes in as incomes, what gets out as expenditure.
- Ideal brand in 7 categories (Electronics, Auto, Dairies, Banking, Personal Care, Alco Beverages and Supermarkets).

2. Innovation Adoption (+50 pages)
- Early Adopters vs. Early Majority vs. Mainstream chapter, with detailed profiling of the consumers by their attitude towards adoption of innovation: socio-demo, career & family, income & spending, shopping, expenditure, entertainment and media etc.

The Black Report

Their profiles

#socio-demo
inner motivations
#lifestyle
#career & family
#parenting
#entertainment
#nutrition
#body & mind

Living in Romania

#ideal Romania
#living in Romania
#quality of life
#Romania's performance
#stay or leave dynamics
#citizenship perceptions

Their wallets

#incomes
#contributions in total spending
#expenses
#large acquisitions
#insurances
#investments

Key categories

#category needstates
#shopping channels
#gadgets
#apps
#source of info
#vacations
#horeca

Pareto portraits

Early Adopters & Early Majority

#socio-demo
#career & family
#income & spending
#shopping channels
#gadgets & apps
#entertainment
#nutrition, body & mind
about Romania

Innovation Adoption

Motivational typologies

#needstate subtypes
sizing
portraits
living in Romania
their wallets
key categories

Pareto subtypes

This is a rich report entailing three major chapters:

1. Pareto portraits (+80 pages) - As described on Gold Report.

2. Innovation Adoption (+30 pages) - As described on Gold Report.

3. Pareto subtypes (+110 pages)

• Get deeper insights from motivational profiling of the Pareto Population, recognizing that motivations are superior predictors of attitudes and behaviors. Rich insights into the portraits of different typologies within the Pareto Population

  • A% of the Population, B% of the Spending, C% of Innovation adopters

  • Definitory life needstates

  • Socio-demographic characteristics

  • Detailed profiling upon lifestyle, preferences, behaviors – tapping on most areas envisaged in first 2 chapters, but this time drilling down for each of the 5 subtypes.

the Pareto report

Strategic insight into the most valuable 20%

Thank you!

paretoreport@ahamoments.ro
mihai.barsan@brandelier.biz
manuela.mancas@ahamoments.ro

@2021 Brandelier | AHA MOMENTS