



**bis**

BUSINESS  
INTELLIGENCE  
SERVICES

**intelligence  
into profit**



# the company

— We always explore the most valuable opportunities, assess carefully all possible serious challenges and create new metamorphoses for our customers' companies. By offering support for the concrete and positive changes, we don't just present thoughts and concepts. We generate power and add weight to your business ideas.

Members of:



# 20

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YEARS OF  
EXCELLENCE

The history of the BIS group started in the turbulent 2000, when the Intelligent-Services Agency was established. Through the added synergy with the Investment House BIS-Capital, currently the Group represents a fully-fledged and fitting entity to proudly follow the mission: assistance and support for successful businesses.

Following a long pathway and deeply understanding the environment complexity and the evolution of the companies and markets, with knowledge, which have been cumulated along the 20 years, through obtaining excellent results as well, BIS has been propelled to the top national consulting companies. BIS is member of AMCOR and EBA associations.

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INDUSTRIES  
IN WHICH WE HAVE  
PROVEN EXPERTISE

We provide a large range of services, that are always dynamically diversified. Throughout our activity we have been involved in a large number of consulting projects for companies and institutions in Moldova and abroad, in various business sectors, such as: IT&C, financing and banking, real estate, hospitality industry, logistics, distribution and trade, agri-food etc., thus developing strong local and international partnerships.

Our core potential and competitive advantage is the BIS team, which is formed up of over 10 highly qualified experts, with extensive experience in various fields. They allow us to carry out even the most complex and ambitious projects for our clients.

Our values are: keep deep integrity, support high level of the social responsibility, build sustainable solutions with high impact for society, create additional value for investments over all the times.

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EXPERTS  
IN VARIOUS  
FIELDS

In short, we as BIS, an acronym for Business Intelligent Services, can be described as a group of highly professionally enthusiasts, who have joined efforts to pursue a fair goal: to build up for what they mostly lacked or missed in their early careers: good business advice.

# services

— We do not believe in ready-for use or in the prescribed solutions. We are firmly convinced, that the tailored business advices bring the best competitive advantages and add the true value to our customers' business. Through generating innovative business solutions, we help to transform the companies and industries in which our customers work, as well as to the markets development, by contributing to the building of the strong and competitive environment.

- Business Intelligence
- Strategic Planning & Business Development
- Start-up business support
- Market Analysis & Research
- Corporate Finance & Strategic Investments
- Mergers & Acquisitions

The background is a dark blue gradient with a pattern of white, wavy, concentric lines that create a sense of depth and movement, resembling a stylized topographic map or a series of ripples.

**we focus  
on your  
business**

# business intelligence

We transform the information about the business and its environment into the practical knowledge and tools, to empower the decision-making process and support the actions, that will further bring competitive advantages, development and growing profits for our customers. We generate efficient solutions, required for making the best business decisions, at both, strategic and operational level, in order to improve the business activity and ensure its successful development. The solutions are gathered through the process of integration, systematization and analysis of the data, collected from multiple external and internal sources, as well as designing various business simulations and holistic approach.

The proposed specialized expertise in this field includes, but not limited to:

- Integrated Business Intelligence solutions;
- Consultancy in identifying and managing business risks;
- Sectoral studies and/or competition monitoring;
- Due Diligence studies;
- Regulatory framework monitoring reports;
- Integrity & creditworthiness check research;
- Reports on companies.



# business development & strategic planning



In a continuously changing business environment, one of the key to success lies in a fair strategic planning. We could get involved in the strategic planning process from the “birth” of the project idea, until it turns into a project proposal in order to obtain funding, and end up until when the business becomes fully operational.

Strategic planning services are dedicated to various entrepreneurs who want to identify the new growth opportunities or maintain a direction of niche development, consistent with establishing, assuming and achieving the operational objectives.

The proposed specialized expertise in this field includes, but not limited to:

- Opportunity research;
- Feasibility studies;
- Pre-feasibility studies;
- Business plans.

# start-up business support

By offering a professional legal consulting, we help new companies to expand on the Moldovan market. Our expertise includes full range of required consultancy for the startups, **with clear focus on foreign investor needs**. Thus, business initiation consulting support is covering both: the "greenfield" and the "private equity" investments fields. Working closely with the customer, we are open to be involved through our consultancy, from the moment of the decision making to invest up until the business is launched.



The specialized expertise in this field includes, but not limited to:

- Identifying and analysing the specifics of the local market;
- Location scouting and infrastructure building support;
- Integration of local entity in a foreign entity (corporation);
- Human Resources management and support;



# market analysis & research

Market Analysis and Research is a “must have” service in a continuously changing and highly competitive business environment. By compelling the complex and deep sectoral studies, through various competitive surveys and market researches, we help companies to ultimately increase their performance and profits.

In our efforts to identify, predict and quantify the market developments,

we make use of various research toolkits consisting of elements such as focus groups, in-depth interviews with industry stakeholders or on-site researches. We manage and keep updated our in-house complex data management system.



The specialized expertise in this field includes, but not limited to:

- Demand analysis and factors affecting demand;
- Consumers' profile;
- Market structure;
- Competitors' market shares vs. client positioning and reserves for growth;
- Identifying the key-players and competition level;
- Internal production capacity vs. imports;
- Global, regional and local trends.



# bis capital

— Within BIS we have a specialized company dedicated for Corporate Finance & Investments: **Investment House BIS-Capital.**

The expertise in this field includes, but not limited to:

- Corporate Finance;
- Mergers & Acquisitions;
- Public-Private Partnerships;
- Intermediation and Representation for International Institutional Investors.

# expertise into capital

- We provide consultancy and decision making support for the capital structure optimization, available funding options or possible investment alternatives.
- We have an impressive experience in properly and honestly guiding our clients in fundraising campaigns and ensuring financing for projects with foreign or domestic capital, inclusively through public and private programs and funds.
- We provide consultancy and still open to provide the full in-process support in the structuring and execution of mergers and acquisitions, concession projects within Public-Private Partnerships, including the creation of draft public procurement or tender documents.
- We carry out tax analyses and properly conduct the audits, in order to evaluate the assets of the companies.
- We use innovative techniques and methods to boost the competitiveness of our customers' business.
- We evaluate your business, simulate different models, choosing alternative sources of investment, analysis, planning.

# clients

— We believe, that our customers motivate us to become stronger, more focused and innovative, thus determining us better meet their needs. Our work can be defined as a deeply connected partnership. We see our customers' successes as ours.



# public and associative sector & development partners



# private sector



BANCA  
TRANSILVANIA®





# management team



## **VALERIU LAZAR**

*CEO / Managing Partner  
BIS*

Valeriu Lazar is a senior expert, with over 27 years of professional experience in the economic field, of which 12 years in the public service, including in the Government of Moldova and the Ministry of Economy. He has considerably contributed to the promotion of the state's economic policy through the implementation of strategic reforms, including in the process of European integration. He has been working successfully for more than 10 years in business consulting, providing strategic and operational management

assistance, being directly involved as a senior expert in the implementation of numerous projects, particularly in strategic planning. His expertise covers: public administration, coordinating investment projects of a national interest, restructuring and reorganization of enterprises, document elaboration of strategic planning, such as national and sectoral strategies, regional development strategies and programs. He is fluent in Romanian, Russian and French. He also has good knowledge of English and Italian.





## **SERGIU SAHANOVSCHI**

*CEO / Managing Partner  
BIS-Capital*

Sergiu Sahanovschi is a senior expert with over 24 years of experience in financial, banking (corporate and retail areas), obtained on the Eastern European markets. He has held top management positions in banks and other financial institutions, has worked with the private sector, international financial institutions, such as EBRD and IFC, as well as with governmental agencies. He has participated in projects for the adjustment and restructuring of banking business models,

large-scale financing projects, including syndicated and structured financing.

He has strong knowledge of the challenges that large enterprises and SMEs face in Moldova. His experience in banking and finance on an emerging market, combined with his international education and language proficiency provide an extraordinary input to BIS-Capital. Sergiu is fluent in Romanian and Russian and has good knowledge of English and French.





▶ 53/4 A. Bernardazzi Street

Chisinau, Moldova MD-2012

IDNO 1002600016596

▶ +373 22 278701

▶ [www.bis.md](http://www.bis.md)

▶ [bis@bis.md](mailto:bis@bis.md)

