



Assistance & Consulting



Invest Easily In Ukraine

With your personal and reliable business partner

Grow Your Business with "YesBusiness"

We are professionals who consult with foreign companies establishing business in Ukraine. Our work is to use our knowledge, energy, drive, enthusiasm and practical common business sense to guide you and your company to success in Ukraine. Our goal is to be recognized as the pre-eminent domestic consulting company on foreign investments in Ukraine.

Being a domestic company with huge experience we know both internal the Ukrainian environment and international approach of doing business in Ukraine. And we will share our knowledge with you to resolve the most significant issues and create a sustainable competitive advantage in our region.

We want you to be satisfied in our performance. That is why our employees are very careful, flexible and attentive to every detail of your investment idea. Our consulting company can help you drive your business idea to prosperity and create a viable solution to effectively grow your business. We want to be proud of your success story in Ukraine...

*General Director, **Maksym Moroz***



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About us

YesBusiness is a unique consulting company. We fully assist our clients to coordinate all efforts in development businesses in Ukraine.

Doing business in Ukraine requires a deep understanding of the country environment and its specific, including factors influencing consumer lifestyle choices. In this Ukrainian environment having a reliable local partner is crucial for the successful establishment of a business in a new market. **YesBusiness** is ready to help you.

Established in 2009 in Kyiv, YesBusiness aims to become a leading company in consulting and assisting foreign enterprises establish their business in the Ukraine.



OUR MISSION

- We remove local barriers for our foreign customers
- We enhance business opportunities of our client in changing and developing Ukrainian market
- We facilitate communication between businesses

OUR PRINCIPLES

- Transparency and reliability
- Best quality
- Efficiency and a strong commitment to our client success
- Continuous learning and innovations

WE SPECIALIZE IN

- Business trip support
- Company registration
- Business/strategic planning
- HR consulting
- Legal consulting
- Accountancy consulting
- Marketing research and planning
- Loan brokerage

Business assistance

We help you to organize a business trip to Ukraine that will be cost effective and productive. Fully concentrate on your business meetings and get a better impression of the market opportunities.

ACCOMMODATION AND TRANSFER

Our consultants will support and afford the best quality services in:

- selecting and booking an apartment or hotel room according to your preferences and budget
- meeting you at the airport
- transfer, driver services or rent-a-car

ACCOMPANIMENT

Our consultants will accompany you and take care of all of the organizational issues during your stay in Ukraine and will prepare follow-ups of your conducted meetings, official discussions and other business events. Also we offer our clients professional **interpreter** service of all languages to ensure accurate communication between people who have different languages because effective professional practice requires both parties to have a clear understanding of each other.

Informal business meeting with your potential partners is considered to be effective approach to successfully carry negotiations and respectively make a deal done. They generally take place in neutral surroundings, for example in a restaurant or art gallery

rather than an office room. Our specialists will take about of organization of informal meeting that will best suit to your company and business circumstances. If required to get better acquainted with a hosted city we will be glad to arrange you a professional **city guide tour** with excellent cultural program.

BUSINESS TRIP SUPPORT

Trip scheduling. Ukraine is the single most effective method for assessing its potential – if the visit is properly planned. Simplify your pre-trip planning for your next fact finding tour or business trip by using YesBusiness solutions.

Unforeseen problem solving. Everyone is aware that unforeseen problems can strike at any time. Rather than panic and provoke aggravation of existing problem in alien environment our problem solving service will assist clients to find solutions to a wide variety of problems in a wide variety of fields via e-mail, fax, Call Centre support or personal meet. With this service you we help you to feel secured and make correct decisions.

Business set-up



With our service of **writing presentation/ business offer** our team will carefully prepare for you a professional goal-oriented presentation of your company or write a top-quality business offer.

More than half of a first impression is affected by appearance. In Ukraine the appearance of a business partner is very important, especially when deal is just about to begin.

GENERAL SERVICES

We ready to select and offer you appropriate options of office premises fore purchase or rent (including land acquisition or rent) based on your individual requirements within stated budgets. Also we will furnish your office from basic office supplies such as printer paper and labels to office equipment like file cabinets and office furniture. If required we may conduct a tender proposal to find best opportunity on supplying you with necessary materials. This includes tender research, preparation, writing, submission, presentations and follow-up tender response requests.

COMPANY INTRODUCTION

With our **Business partner search** service as soon as we believe to have found a reliable business partner, we will introduce you to him/her. You will be able to start doing business from the first time you fly to Ukraine! We help you to create the contact with potential partners in Ukraine. We research potential clients, suppliers and distributors, check if those companies exist and analyze their activity for you.

Benefits

- We create a market entry option for you if you don't have contacts in the market
- You will meet people from your industry, will only be introduced to partners that meet your requirements and have an affinity with your products
- Your business trip will be efficient and effective
- You do not have to spend time searching for market entry options



Business set-up

Our staff has a deep understanding of what investors are looking for in a business plan. Our professional business planning services cover a full range of business planning needs

PLANNING

Business planning

We offer business planning services based on extensive market research, in-depth market analysis, analysis of financial projects, calculation of break-even point, by constructing business models and analyzing profitability. In addition to business planning services, we also offer initial consulting for your business, development of your business model, guidance towards potential investors, and networking tools with investors, business partners, and joint ventures. We also explain to you about the existing legal and business specific hurdles in the specific market segment you are interested in.

Strategic planning

Through an interactive process, our strategic planning services will help your organization to discover and clarify its strengths and limitations, as well as those of its market and industry. We help to formulate a long-term vision, core values, organizational mission and comprehensive actions plans - established to create a competitive advantage for your company. Strategic planning services enable our clients to interpret the organization's purpose and priorities, turn ideas into actions, focus the company's energy on results and enhance organizational teamwork.



Human Resources

YesBusiness will help you to select highly-skilled employees that exactly match your company's requirements



Personnel is a key to a successful company. Our work is based on a clear understanding of our customers' personnel requirements, knowledge of the specifics of the Ukrainian labor market with willingness to solve the problems of staff; and efficient searching and recruitment. We use an individual approach to work with our Customers.

We offer to our clients services in:

HR MARKET SURVEY

We conduct market surveys to determine the salaries being paid for similar positions; identify the qualification level for various types of positions; and investigate the labor market in those specific areas.

RECRUITING AND SELECTION

We can help you in the selection of qualified candidates; from job posting, to interviewing, to the selection of the most qualified candidates. The service is provided from entry-level positions to directors and executive level.

HR PLANNING

We can help you determine your company's workforce needs; assist you in drafting an organizational personnel structure for the company, and to establish a budget.

Legal and accounting

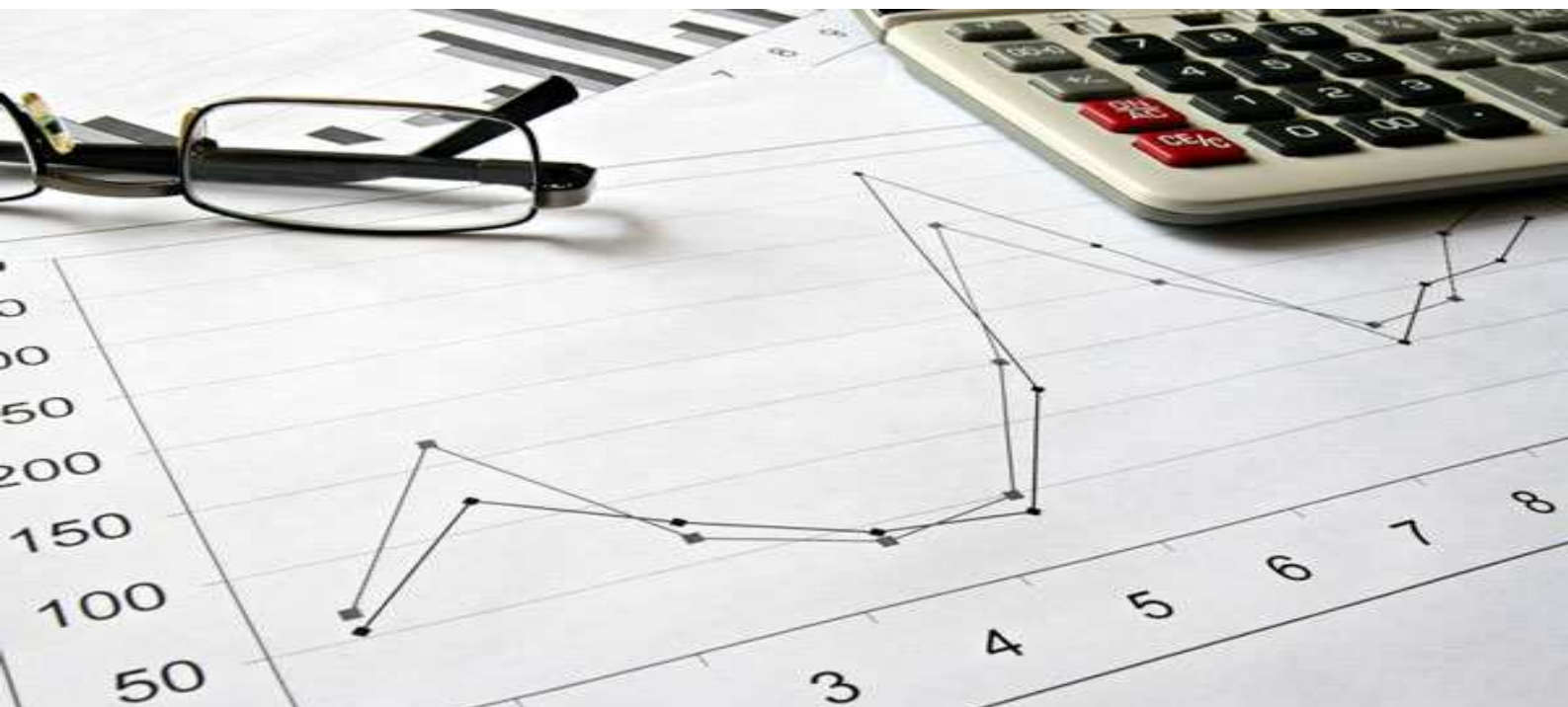
A sound legal base for any business is key to a successful business whether at its home base or abroad. We understand the critical importance and necessity of having local legal advisors especially in the Ukrainian market with a permanently changing legislation base.

BASIC LEGAL SUPPORT

- Company registration of all forms of ownerships, trade-mark registration, all types of licensing, general legal consulting, writing agreements, bank account set up, and vehicles registration.
- Translation of documents with proof
- Customs service for export-import operations
- Work permit and visa support

ACCOUNTING AND TAXATION

Along with legal consulting you also need to know accounting and taxation systems in the Ukraine. We provide information about tax accounting, financial and managerial accounting and can assist you with your accounting services during start-up phase. Our goal is to optimize your business when it comes to government taxes



Marketing

See the whole picture without missing the details



Marketing research

Doing business in Ukraine requires an understanding of the country's environment, including factors influencing consumer lifestyle choices. The staff of YesBusiness provides quantitative (in-person interviewing or telephone data collection, survey questionnaire), qualitative (focus groups, brainstorming, mini groups, expert analysis, mystery shopping), macroeconomic and industry research across Ukraine. Our marketing research will help you to see the market structure, major competitors, and client's needs. We also may offer you permanent press monitoring.

Promotion and PR

Our promotions programs that combine advertising with purchasing incentives are aimed to increase your sales. Our programmes are executed through the use of all types of advertisements channels. We will plan direct public relations programmes designed to create and maintain a favorable public image for the client. We may organize corporate events or participate in exhibitions, workshops or conferences to help maintain and improve the image and corporate identity of the client. We offer also observing social, economic, and political trends and the standing of competitors in the market that might ultimately affect the firm, and to make recommendations to enhance the firm's image on the basis of that trends.

Marketing

See the whole picture without missing the details

MARKETING PLANNING

Marketing plan is aimed to navigate business managers in how to move fast in the right direction. It assists you to decide which customers to target and how to best market them, work out how you will reach and win new customers while keeping existing customers happy and to keep reviewing and improving everything you do to stay ahead of the competitors. Our marketing plan gives you a roadmap that can drive action and point the way.

Our **marketing plan** serves to **help you to:**

- Identify which customers are your best prospects and your market segment
- Profile the market segments
- Set marketing targets or sales goals for the next 12 months or more
- Specify tactical actions (product development and promotion, customer service, pricing plan etc.)
- Budgeting of marketing activity
- Define effective marketing channels
- Track results and analyze what works best
- To see company data against relative industry or market



Interim management

Helping manage the change

FUNCTIONAL RESPONSIBILITY

We will provide on a contractual basis short-term assignment of highly skilled personnel for temporary filling of a vacant position or performing specific business tasks.

We offer you specialists in the following areas: office management, executive assistant, secretary, accountant and paralegal staff, among others. Our specialists are skilled professional individuals committed to getting the job done effectively and proficiently.

Benefits for the company using our Functional responsibility program are:

- fast accomplishment the task
- bring our skills and experience
- cost effective

VIRTUAL-OFFICE

The purpose of a Virtual Office Service is to provide a professional business environment with the great opportunity to reduce customary expenses related to the implementation of a physical office (i.e. office rent, manpower, utilities, insurance).

YesBusiness offers you professional support in:

- E-Mailing
- Mail forwarding
- Telephone answering and faxing
- Representing company on different business events

PROJECT MANAGEMENT

Project management is a carefully planned and organized effort to accomplish a specific and usually a one-time objective.

Project management includes developing a project plan, which includes defining and confirming the project goals and objectives, identifying tasks and how goals will be achieved, quantifying the resources needed, and determining budgets and timelines for completion.

It also includes managing the implementation of the project plan, along with operating regular 'controls' to ensure that there is accurate and objective information on 'performance' relative to the plan, and the mechanisms to implement recovery actions where necessary.

GENERAL BUSINESS OPERATION CONSULTING

As a business you are most likely at your best in your own environment.

However establishing your new operations in a new foreign market, most likely not similar to your own, might present some unique challenges.

Finance and insurance

Be safe...

LOAN BROKERAGE

We do not provide you with a loan or with other monetary financial services but act as an intermediary between you and a commercial lender – such as a bank. We will assist you with all the process in establishing a local bank account. We will provide our client with information about to which bank to use to obtain funding the easiest. Also in accordance with Ukrainian legislation to bring money into the Ukraine there are some rules and regulations and we will help you obtain the necessary permission of the National Bank of Ukraine to execute the deal without difficulty.

INSURANCE

We collaborate with top Ukrainian leaders and international insurance companies. Our agents will help you select appropriate insurance services according to your needs and to analyze rates from different insurance providers to help you choose the most suitable and cost-effective for your business.

We are ready to provide you with full spectrum of insurance services for you and your business.

With personal insurance you will be able to protect your life, health and personal assets.

With corporate insurance you will be able to protect the financial, personnel, and the social stability of your company and at the same time to optimize company taxation



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