



confident
decisions

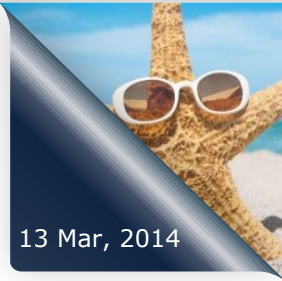
NEWSLETTER

Spring 2014

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Mercury Research News

Travel Survey



13 Mar, 2014

Should I stay or should I go...on holiday? Half of us will go. Where? Going abroad is nice, but Romania seems a pretty good idea, too.

Check out [article](#)

res!com on Gadgets



6 May, 2014

Are you among those who have a smartphone and do not use it for going online? Then you are definitely not a teenager or a student anymore.

Check out [article](#)

Tech trends @ ZF Live



9 May, 2014

Mobile Internet is rapidly growing and changes the way we shop, read, communicate, travel or do business.

Check out [ZF Live](#)

Cold Cuts InfoKit



5 May, 2014

For cold cuts producers in Romania, now available: a unique solution to help know the market and advertise effectively.

Check out [presentation](#)

We care about the environment



1 Mar, 2014

Eco friendly has been our middle name for a very long time, and now we also have the certificate to prove it.

Check out [certificate](#)

Small Retailers 3rd edition



18 Mar, 2014

For small retailers everywhere: know the customer to keep him happy and buying. Third edition of Small Retailers Customer Satisfaction results now available.

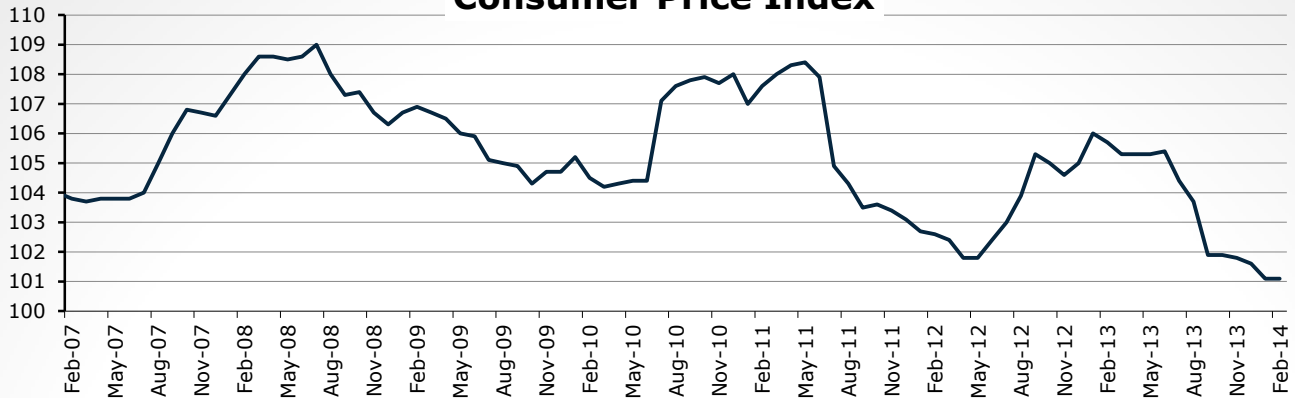
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Romanian Economic Environment

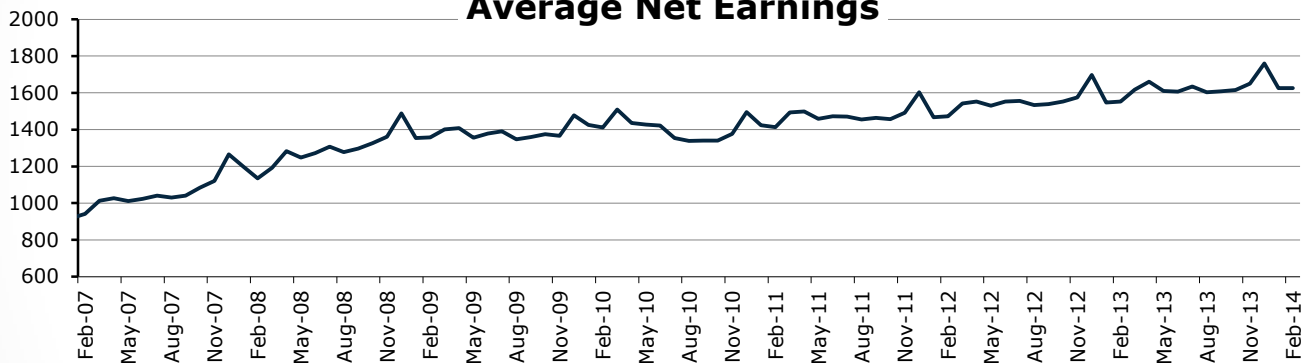
Consumer Price Index

Source: INS



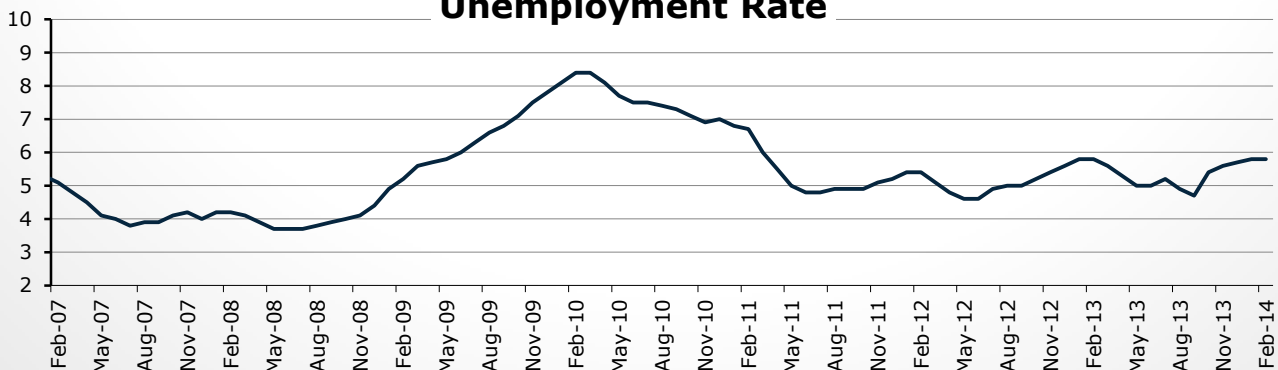
Annual headline inflation continued its decreasing trend, inching down from 1.6 in December to 1.1 in January and February.

Average Net Earnings



After December, when the average net salary increased to 1760 lei due to granting premiums and holidays bonuses, the beginning of 2014 brought smaller salaries reaching 1626 lei in February.

Unemployment Rate



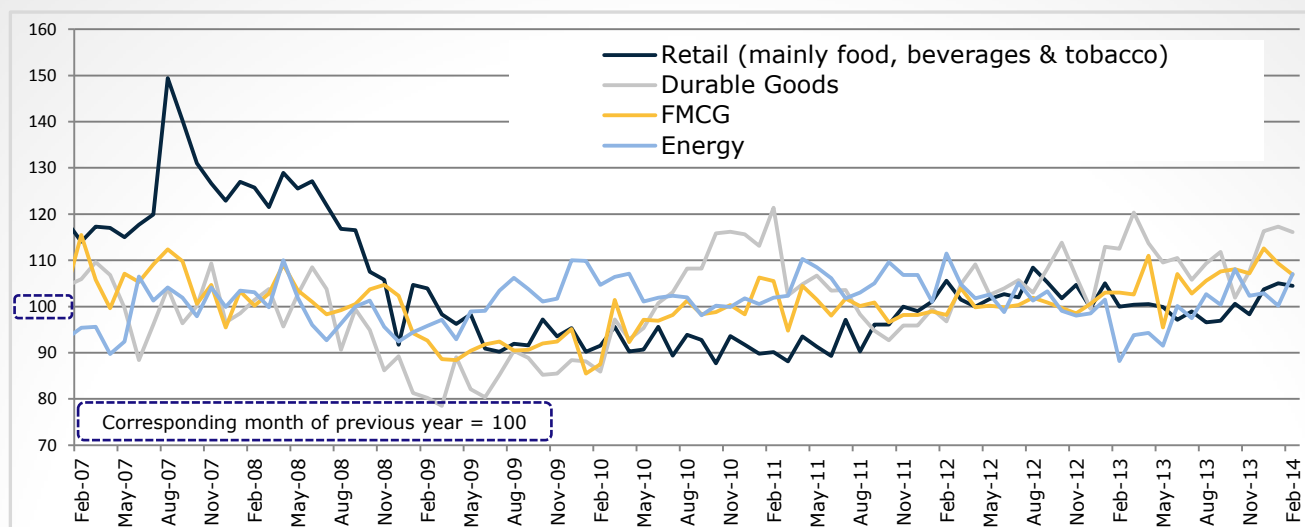
Unemployment rate continues its increasing trend which started in the second half of 2013. In February 2014, it reached 5.8, the same as in February 2013 when it registered the highest rate over the previous 2 years.



Romanian Economic Environment

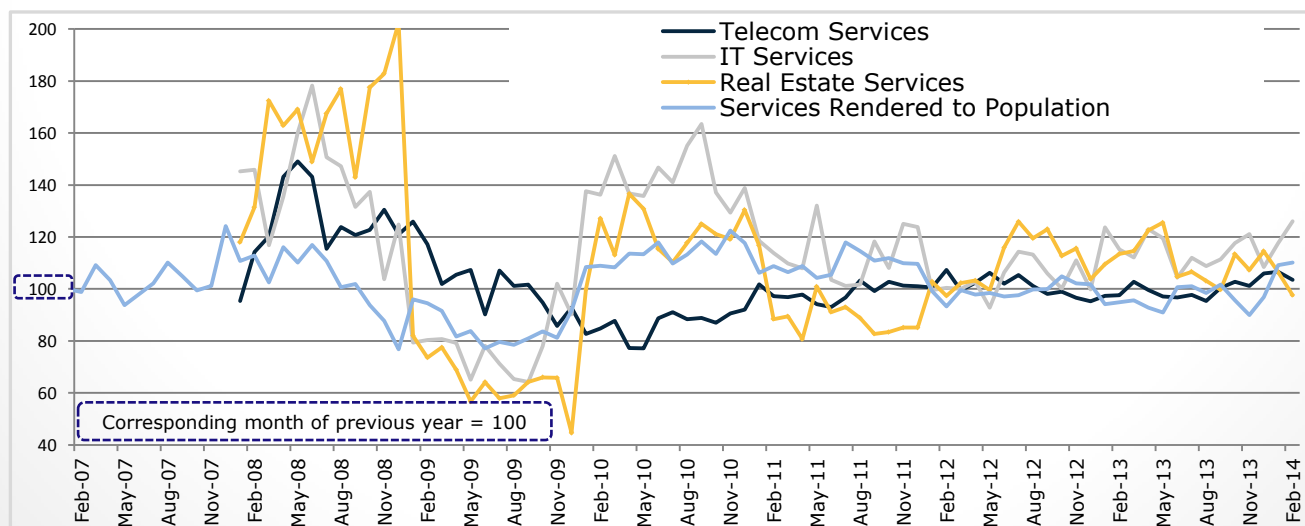
Retail and Industry Indices

Source: INS



The beginning of 2014 shows signs of recovery for Retail, as well as for Durable Goods. FMCG continues its fluctuating trend, while Energy shows good signs of recovery as compared to the same period of the previous year.

Services Indices Turnover



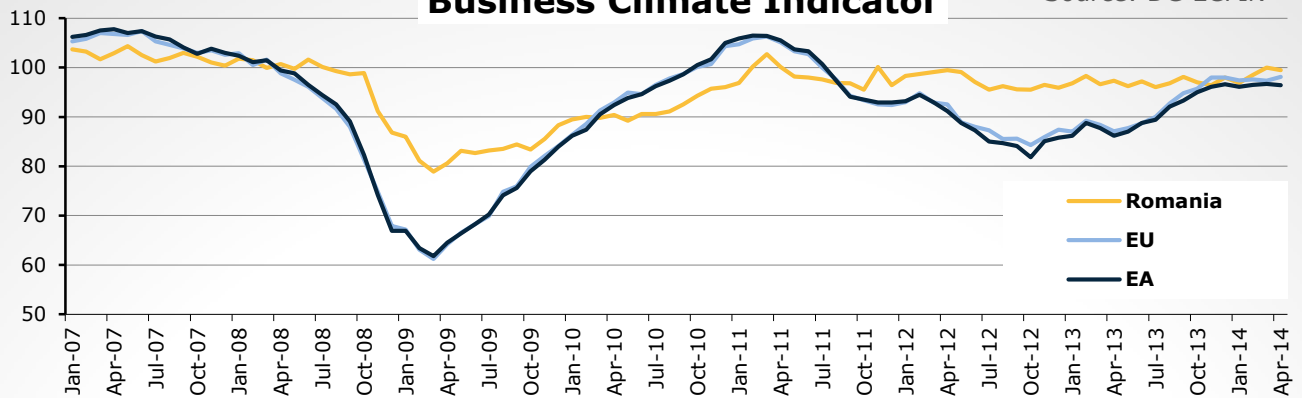
For more than three years, Telecom Services have not showed any significant changes, recording a rather flat evolution. Services rendered to population started well in 2014, as well as IT services. Although Real Estate Services showed a relatively good end of the year, in February 2014 recorded the lowest point since December 2011.



Economic Prospects

Business Climate Indicator

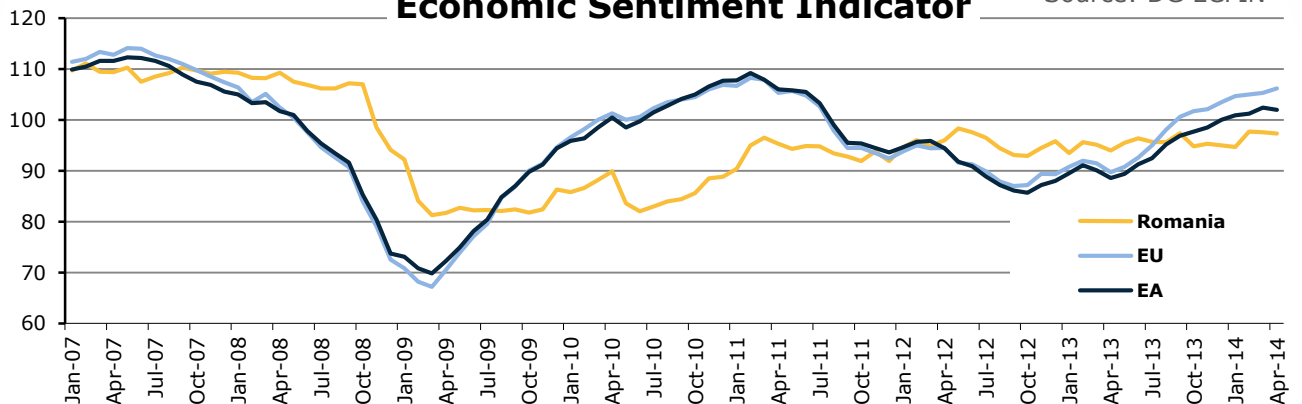
Source: DG ECFIN



EU and Euro Area show rather constant values of the business climate indicator at the beginning of the year. Romania as well continues to be cautious, not displaying major changes in 2014.

Economic Sentiment Indicator

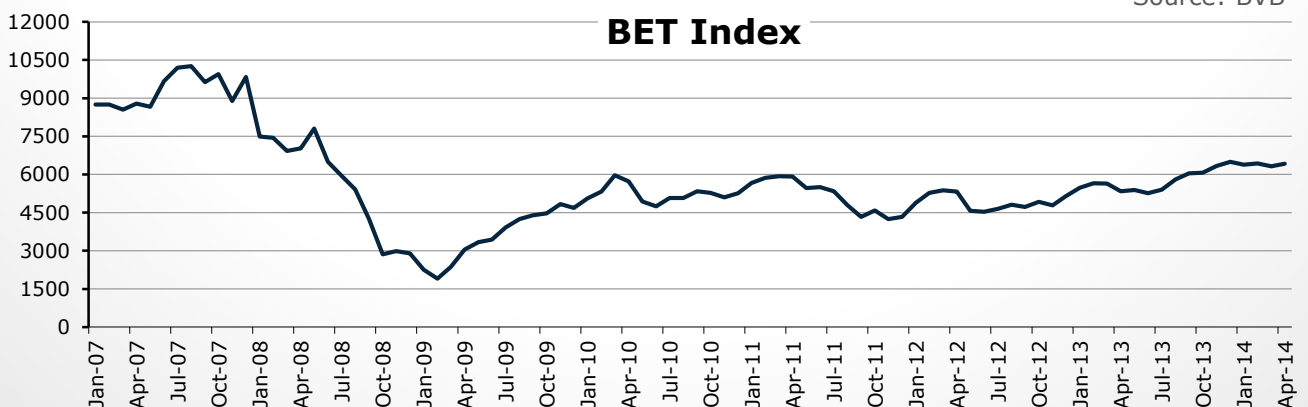
Source: DG ECFIN



EA and EU maintain the growing trends, while in Romania economic sentiment indicator has not changed too much in early 2014.

BET Index

Source: BVB



The stock market shows no notable changes over the last months, and after a small increase in February, March and April recorded lower values.



Info



Featured Product

StaffChoice <employee satisfaction>



Better understanding of own employees

StaffChoice is the unique solution:

- > offering levers for increasing employees' engagement
- > describing employees' perceptions, opinions, attitudes
- > measuring satisfaction with internal services provided by support departments

Employees' engagement is analysed across 4 dimensions:

- > **energy:** employees should be passionate about their job, like what they do and contribute to company's success
- > **trust:** in company and in employees' quality
- > **emotion:** employees should feel attached to the company and work in a family like environment
- > **future intentions:** the company should represent for the employees the place where they want to build their career and grow in the future

National benchmarks to evaluate your employees' engagement

95 Siret Street, 1st floor
District 1, 012152
Bucharest, Romania
Ph: +40-21-224 66 00
Fax: +40-21-224 66 11
Email: contact@mercury.ro
www.mercury.ro

[Facebook Page](#)
[Linkedin Page](#)

