

# BookBeat

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BookBeat AB

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ConQuest Consulting Association

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## Reference letter

In April-May 2020 ConQuest Consulting conducted a study on the Polish market of ebooks, audiobooks and e-commerce for BookBeat AB – an audiobook streaming platform.

The scope of project concerned market and competition analysis, based on commercial databases and own elaboration. Moreover, in order to get insights regarded needs of Polish consumers, the CAWI research has been conducted on 3 different target groups. Test sample size of the whole study was 923.

As part of the cooperation, weekly reporting of progress took place, thanks to which the communication was smooth and the material could be adapted to our needs on an ongoing basis. The cooperation between our companies was professional and the final material was comprehensive, of high quality and met our expectations. As part of the project completion, a summary presentation was conducted, which was a summary of the most important conclusions, together with recommendations on the strategy of expansion into the Polish market.

We recommend ConQuest Consulting Association as a company providing high quality business consulting services and reliable business partner.



Paulina Sawicki

Country Manager Poland, BookBeat