



# Market Intelligence & Research

*Information is the fuel for all decision-making. The more you know about customers, markets and competitors, the greater your competitive advantage. We offer clients a priceless weapon in the war for market share – strategic information.*

## **MARKET DEVELOPMENT**

- Market Size, Potential & Consumption
- New Market Exploration & Profiling
- Market Segmentation & SIC Analysis
- Market & Customer History & Trends
- Import & Export Market Research

## **CUSTOMER DEVELOPMENT**

- Cloning & Locating New Customers
- Profiling Existing Customers

## **COMPETITIVE BENCHMARKING & INTELLIGENCE**

- Commercial & Market Strategy Analysis
- Product Feature Comparisons

## **CUSTOMER NEEDS ANALYSIS**

- Customer Needs Analysis – Product & Non-Product Needs
- Buyer Characteristics & Profiles
- Price - Performance Positioning Analysis
- Lost Order Analysis

## **PRODUCT PLANNING & DEVELOPMENT**

- New Product Development – Customer Field Research
- New Product Customer Feasibility Studies
- New Product Introduction Studies & Strategy
- Product Positioning
- Product Value Analysis - PAR (Product Attribute Ratios)
- Product Feature Analysis

## **ADVERTISING & PROMOTION RESEARCH**

- Trade Name Recognition Studies
- Advertising Effectiveness
- Identification of Customer “Hot Buttons”
- Theme Studies

## **CUSTOMER SATISFACTION MEASUREMENT**

- Customer Surveys, Interviews & Focus Groups
- Post Installation Analysis
- Customer Satisfaction Index
- Employee Customer Awareness Training

