



Our goal is to provide information to enable accurate strategic business decisions.

We offer comprehensive business research solutions to address key business imperatives for corporate, service, manufacturing, financial, consulting and government institutions.

Competitor and Industry Profiles

- ▶ monitor and benchmark competitors
- ▶ gather competitive intelligence to understand key markets
- ▶ market segment analysis, gap analysis
- ▶ review your existing market/s and determine your competitive advantage
- ▶ identify and capture critical industry news, trends and new product opportunities
- ▶ develop leading edge strategies through early knowledge

New Product Development Support

- ▶ expand into new markets and attract new prospects
- ▶ ensure new products are competitive
- ▶ monitor new product trials and develop key marketing strategies
- ▶ maintain product innovation through market intelligence

Consumer Profiles

- ▶ identify customers' key characteristics
- ▶ target customers precisely
- ▶ customise marketing programs
- ▶ reach the right customer with the right offer
- ▶ focus on, listen to, understand and respond to your customers' needs

Customer Satisfaction Surveys

- ▶ benchmark customer satisfaction
- ▶ measure key drivers (KPIs) for customer satisfaction
- ▶ know why your customers refer your company to others
- ▶ identify and prioritise areas for improvement

Business Development Opportunities

- ▶ market intelligence to assist with greenfield development and expansion into new national and international markets



Do you know why your customers buy your products?

Talk to your key customers and let them tell you the truth.

Our client needed to identify key buying criteria to encourage increased and repeat sales and also introduce new products into their product range. However, Research by Design identified significant issues with customer service and product supply. Customers only dealt with this company out of necessity! Research identified key areas to redress critical internal business failures and also provided information to support business development strategies for future growth.

make the right decision

p: +61 7 3342 7792

e: info@researchbydesign.com.au

w: researchbydesign.com.au