

## **Case Studies: Custom Market Research Projects**

(Some data has been altered to protect confidentiality)

# Case Study—survey consumers' perceptions of a major brand and unique new product

## Research Objective: Conduct an Online Survey of Consumers to Determine both Brand Awareness and Interest in a New Product Line

**Plunkett Research was asked to design and execute a vital online study of middle- to upper-income consumers within the U.S. The goal was to identify strengths and weaknesses of a major consumer brand, as well as level of interest in a new line for this brand. The resulting data was utilized to determine the feasibility of significant investment in an entirely new type of product.**

### Key Project Details

- ✓ Plunkett Research first created a strategic outline, and then wrote the survey questions.
- ✓ Once the questions were completed, we selected the best possible online panel where we could identify and target consumers for the survey.
- ✓ We then programmed and designed the survey pages. The design was carefully tested for usefulness on smart phones, and for completion in under 10 minutes' time.
- ✓ Potential interviewees were filtered by geography, income level and interest in specific types of products.
- ✓ After we received thousands of completed surveys, we carefully parsed and analyzed the results on a per-question, per-consumer segment basis.
- ✓ The final outcome was delivered in a user-friendly PowerPoint presentation, suitable for use in the client's boardroom.

### Synthesis & Recommendations

- By carefully selecting both the appropriate consumer segments and the best online panel, we were able to deliver accurate and objective insights.
- The client was able to gain extremely valuable data on consumers' perceptions of and satisfaction with the client's locations and products.
- In addition, the client gained vital data from consumers' reactions to an entirely new product concept—data that enabled the client to make critical strategic decisions.

## Research Objective: Support Business Entry into a New Health Care Sector

**At Plunkett Research, we conducted an extensive study for an industry-leading, global manufacturer. Our task was multi-faceted and complex. In particular, we sought exacting information about services and products provided to hospitals and clinics in the US and EU. We worked with the Client to determine market opportunities and go-to-market strategies. The work included numerous, in-depth interviews with end-users who direct specialty departments at hospitals.**

### Key Project Details

- ✓ Our project required an analysis of the market for specialty health-related products and services in the US and EU. This included market size, potential growth, current competition, the regulatory environment, exacting lists of current market prices and points of pain at end-users.
- ✓ In addition, we provided SWOT and analysis of current competitors in the marketplace, and ranked competitors as possible acquisition targets.
- ✓ Data to be targeted within the hospital/clinic industry was very specific, including:
  - Country-by-country market size and growth potential
  - Products and prices of competitors
  - Best operational and marketing practices by competitors
  - Distribution models and possible distribution partners
  - Barriers to entry
  - Acquisition targets ranked and listed

### Synthesis & Recommendations

- We created detailed market sizing and growth forecasts in the US and EU.
- We were able to identify, analyze and create a target list of hundreds of competitors, product offerings and distributors.
- We researched and listed go-to-market concepts, best practices and market opportunities.
- We conducted in-depth interviews with executives at end-user facilities in multiple nations to gain extremely valuable insights.
- We provided insights into pricing, products, innovations and marketing practices of market leaders.

### Research Objective: Determine the R&D Activities, Engineer Employment Levels and Facilities Locations of the Top Technology Companies

Plunkett Research conducted an extensive study for a leading communications equipment company. We had only 10 days to complete this complex study across the entire US. The objective was to enable the client's C-Level executives to quickly and accurately develop a strategic plan regarding hiring, investment in R&D facilities and locations of R&D facilities.

#### Key Project Details

- ✓ Analysis of top US technology companies in order to determine engineering and research team locations and activities.
- ✓ Total R&D employment in America for each targeted firm.
- ✓ Listing of R&D/Engineering locations, labs and offices.
- ✓ R&D/Engineering employee count at each facility.
- ✓ Listing of major Research and Engineering activities at each facility.

#### Synthesis & Recommendations

- We completed the project on-time and on-budget.
- We reported exacting information on research and engineering staff, their locations, their numbers and their projects.
- The report's format enabled the client's top executives to quickly scan and compare metrics at competing firms.

### Research Objective: Determine Best Practices in Hotel Direct-Booking, Loyalty Programs and Repeat Guest Strategies

Plunkett Research conducted an extensive survey for a leading global hotel firm to look for innovative marketing programs at competing hotel firms, large and small. In particular, we sought innovations in loyalty programs, corporate communications, direct-booking and development of repeat/frequent guest marketing strategies.

#### Key Project Details

- ✓ Our project required in-depth analysis of key marketing strategies used by hotel industry competitors. While it would have been easier to limit our research to the activities of top hotel chains, we also studied innovative boutique chains and independent hotels.
- ✓ We analyzed best practices in pricing, special rates for loyalty program members and messaging to build repeat bookings.
- ✓ We researched effective strategies for dealing with online travel booking sites such as Expedia, and travel review sites such as TripAdvisor.
- ✓ We outlined competitive operating models, critical success factors and challenges, and pricing strategies.
- ✓ In addition, we identified and analyzed key changes in loyalty programs, rewards, tiers, black-out dates and other details of competitors' membership rewards
- ✓ We researched effective strategies for increased online conversion rates.

#### Synthesis & Recommendations

- We identified unique strategies used by dozens of chains, independent hotels and online travel agencies. We identified unique ways to meet customer needs while increasing direct bookings, influencing travelers' booking decisions while building customer loyalty and repeat business.
- The client gained the ability to respond quickly and effectively to competitive conditions in the marketplace.

# Case Study—creating a business development database

## Research Objective: Develop a Unique List of Health Care Consultants, Targeting Specific Types of Experts

Plunkett Research conducted an extensive study for one of the world's largest medical and industrial technology firms. Our task was to identify consultancies that concentrate on the health care industry—top companies that employ large numbers of very specific types of experts. In particular, we sought exacting information about types of services offered, employee count, geographies served, and an in-depth look at in-house specialties.

### Key Project Details

- ✓ Our project required an analysis of thousands of potential consultancies that were studied and repeatedly filtered, in order to develop a final target list to exacting specifications.
- ✓ The categories of expertise to be targeted within the consulting firms were very specific, including:
  - Hospital workflow
  - Patient outcomes
  - Revenue cycle management
  - Patient data analytics
  - Treatment departments including cardiology, oncology, surgery, imaging emergency and pulmonary

### Synthesis & Recommendations

- We were able to identify, analyze and create a target list of 200 consulting firms that have expertise in the desired fields. For each consultancy, we provided a company profile, contact information, website, specializations and employee count.
- We completed the project within a very limited time span

# Case Study—mystery shopping project on 3 continents

## Research Objective: Conduct an In-Store Survey of Merchandise and Pricing in Apparel Stores in the U.S., Asia and the E.U.

**Plunkett Research was asked to conduct an intense in-store survey of apparel merchandising and pricing in a select group of retail stores in the U.S., Asia and the E.U. The goal was to compare pricing for certain types of merchandise across a broad array of brands. The resulting data was utilized in a sophisticated, proprietary computer analytics process to determine trends and opportunities.**

### Key Project Details

- ✓ We started with an intense project design phase, utilizing a variety of experts on the Plunkett Research team.
- ✓ We created a 12-page research guide, in 4 different languages.
- ✓ We selected and assigned individual researchers in major markets. The researchers had to be intelligent, diligent and highly accurate. Some of the in-store researchers had deep retail backgrounds; others were MBAs or MBA candidates.
- ✓ We carefully selected a large number of store locations to be studied, based on type of neighborhood and size of the store.
- ✓ We trained the research team to carefully observe our strict privacy and trade secret policies. We were careful to adhere to local regulations.

### Synthesis & Recommendations

- By carefully designing a mystery shopping project, we were able to gain vital market information in a legal and effective manner.
- Extensive team member training was required.
- We were able to gather tens of thousands of data points, which were then processed using data analytics programs in order to determine merchandising trends and pockets of opportunity.
- The result was a highly-effective program, completed on-time and on-budget.

# Case Study—creating a global retail store locations database

## Research Objective: Create a Database of Competitors' Retail Store Locations Worldwide

Plunkett Research was asked to design and execute a vital real estate study. The primary task was to develop a database of the exact store locations of specific retail competitors on a worldwide basis. The goal was to identify regions and neighborhoods where competitors' stores were beginning to cluster. The resulting data was utilized to look for opportunities for new store locations for one of the world's best known retailers.

### Key Project Details

- ✓ We started with an intense project design phase, utilizing a variety of experts on the Plunkett Research team.
- ✓ We wrote a 36-page store research guide.
- ✓ We selected and assigned individual researchers in major markets. The researchers had to be intelligent, diligent and highly accurate. In many cases, they were multi-lingual.
- ✓ We designed a unique database in Microsoft Access, and programmed forms, reports and data analytics tools within the database.
- ✓ We gathered accurate data on thousands of stores throughout all of Asia, including China; all of Europe; North and South America; as well as the Middle East and North Africa.

### Synthesis & Recommendations

- By utilizing Plunkett Research's expertise in analytics and coding, we were able to create reports that showed hundreds of neighborhoods worldwide where competitors are beginning to cluster new stores, thus pointing to new store development opportunities.
- By carefully designing the database before research began, we were able to ensure data accuracy and standardize the data format.
- By carefully crafting research guidelines, and utilizing multi-lingual researchers, we were able to gather all needed data, even when working in locales such as China, Brazil and Germany.



# Plunkett Research, Ltd. Brief Overview

**Headquarters: Houston, Texas**

**USA-based staff, primarily in economics, data analysis, business communications, computer science and political science**

**Founded in 1985**

**Family Owned, Closely Held**

## **Plunkett's Products and Services**

**Plunkett Research was Founded in 1985 to Provide Accurate, Innovative and Timely Market Research Services and Proprietary Solutions**

- Yearly subscriptions to the Plunkett Research Online database of our proprietary research and analysis
- Custom market research, business intelligence and competitive offers analysis
- Off-the-shelf industry-specific market reports, including our award-winning Plunkett's Industry Almanacs
- The Plunkett Analytics line of industry-specific benchmarking and financial analysis reports on nearly 500 different industries
- The Plunkett Corporate Benchmarks line of company-specific, in-depth financial analysis on 3,800 companies
- Custom Data Sets, Slide Sets and Presentations

## **Plunkett's Global Reach**

- Plunkett products and services are represented globally by the world's leading information and research information firms. Our representatives are in 30 major cities throughout North America, Latin America, Europe/UK, Asia/Pacific and the Middle East.

Our third-party product and service distributors include:

- Bloomberg
- CapitalIQ
- FactSet
- ThomsonReuters
- Eurospan
- iGroup Asia Pacific
- Innobridge China
- TechKnowlodge Middle East

# Plunkett Research, Ltd. Sample Client List

## Plunkett's Customers for Plunkett Research Online Subscriptions (Examples):

- Academic: Harvard University School of Business, MIT (Massachusetts Institute of Technology), University of California at Berkeley
- Corporate: 3M, Deutsche Bank, Mallinckrodt
- Technology: Battelle Institute, KOTRA (Korea)
- Government: Export-Import Bank of the U.S., U.S. Congressional Information Service, National Library Board of Singapore

## Plunkett's Recent Custom Research or Analytics Report Customers (Examples):

- American Hospital Association
- Hilton Worldwide
- Dupont Textiles
- Eastman Chemical
- Wyatt, Inc.
- Huawei
- Welspun
- Tommy Bahama
- H&M

**Plunkett Research, Ltd.**

**P. O. Drawer 541737, Houston, Texas 77254 USA**

**Ph: 713.932.0000, Fax: 713.932.7080**

**[info@plunkettresearch.com](mailto:info@plunkettresearch.com)**

**[www.plunkettresearch.com](http://www.plunkettresearch.com)**