



# Plunkett Research,® Ltd.

Our Market Research = Your Smart Decisions



## CUSTOM MARKET RESEARCH

Studies, Forecasts,  
Surveys & Competitive  
Intelligence

### TARGETED RESEARCH AND SURVEYS: DOMESTIC, REGIONAL OR GLOBAL

**W**e specialize in quick turnaround projects in vertical industries, business or consumer markets, technologies, competing companies and offers, and opportunities in goods or services.

### ONE-TIME STUDIES OR CONTINUAL CI UPDATES

**W**e can identify business prospects and build concise lists, locally or around the world. And, we are experts at providing continually updated competitive intelligence and offers tracking.

### SERVING CLIENTS OF ALL TYPES

**F**rom startups to Fortune 1000 firms to government agencies, non-profits and industry associations.





## WE'LL HELP YOU GET THE MOST VALUE FROM YOUR PROJECT, LOCALLY OR AROUND THE WORLD:

- Competitive Landscape Studies with Continuous Updates
- Market Size and Product or Service Feasibility Analysis
- Industry Trends and Markets Analysis
- Industry and Company Benchmarks
- Competitive Intelligence
- Data Feeds for Strategic Analysis Dashboards
- Consumer and Customer Surveys

## OUR TEAM WORKS WITH YOU, DESIGNING THE RIGHT APPROACH AND DELIVERING THE RIGHT DATA AND ANALYSIS

- **Cost Effective:** Working through both our in-house U.S.-based staff and our partners' teams in India and other nations, we are able to offer fast turnaround on a cost-effective basis.
- **Proprietary Databases:** We own and continually update the Plunkett Research Online industry databases.
- **Deep Experience:** We have been conducting industry, company and technology research since 1985.
- **Consultative Approach:** We become part of your team, providing advice and insights based on experience.



# OUR DATA WILL HELP YOU MAKE GREAT DECISIONS!

## CASE EXAMPLES:

**CLIENT NEED:** Market Penetration, Business Development and Prospect Database Development

**SOLUTION:** Creation of a list of top business prospects. Careful targeting to meet specific criteria in geographic location, business operations and size by revenue. Analysis of current customer list. Estimate of current and potential market penetration.

**CLIENT NEED:** Competitive Offers Tracking and Competitive Intelligence

**SOLUTION:** Daily monitoring of pricing and special offers made by all top competitors. Monthly analysis of pricing and promotion trends.

**CLIENT NEED:** Benchmarks and Analytics for an Industry

**SOLUTION:** Deep study of the Plunkett Analytics proprietary benchmarking database. Custom reports on revenue, growth and profit trends within specific industry niches, by geography.

**CLIENT NEED:** Customer Interviews, Surveys and Social Media Collection and Analysis

**SOLUTION:** Development of innovative surveys. Survey execution in selected global regions, by phone and email, in multiple languages. Survey results analysis. Continual tracking of related consumer sentiment via social media.

**CLIENT NEED:** Market Size, Import and Export Analysis in Selected Global Areas

**SOLUTION:** An extensive study of government and private trade data. Interviews with purchasing agents. Final reporting of trade by region, including 5-year forecasts.

**CLIENT NEED:** Sizing of U.S. Market, Breakdown of Market Share of Major Suppliers Prior to Business Launch

**SOLUTION:** Thorough analysis of total market. State-by-state breakdown. Market share analysis. Interviews with purchasing decision makers. Final report including trends analysis, market forecasts and suggestions of specific new business opportunities.



# FREE EVALUATION OF YOUR CUSTOM RESEARCH NEEDS

CONTACT US at 713.932.0000.

Or, use the online form on this web page to submit your request for more information.

[www.plunkettresearch.com/custom-research/](http://www.plunkettresearch.com/custom-research/)

[customersupport@plunkettresearch.com](mailto:customersupport@plunkettresearch.com)

A REPRESENTATIVE LIST OF ORGANIZATIONS THAT HAVE USED OUR RESEARCH AND PRODUCTS:



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