



Market-Insight

Lead your market through innovative research

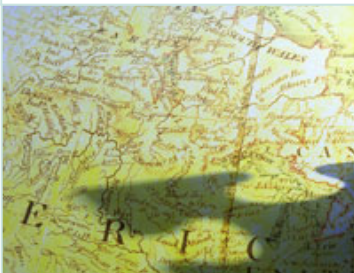
Identify and assess potential for new markets for your existing products and services, evaluate needs for adaptation, and forecast market size and price sensitivity

NPD research that empowers you to:

Pre-test new markets before entry

Identify key consumer groups in the new market

Adapt your brand, product or service to cultural norms and expectations



Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

- Brand-Insight
- Reputation-Insight
- Consumer-Insight
- Segment-Insight
- Product-Insight
- Service-Insight
- Market-Insight**
- Ad-Insight
- Campaign-Insight
- Sector-Insight
- Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

Business Issues

- How will new markets react to your product or service?
- At what rate will the market take up your product or service?
- Who will the main customers be for your product or service?
- What cultural norms and buying patterns will impact your brand?
- Who in the market place poses the biggest threat to your product or service?

KnowledgePartners can help by

- Evaluating market acceptance through measuring reactions, values and lifestyles
- Exploring market trends, barriers and routes to entry
- Gaining feedback from different demographic groups
- Identifying current buying behaviours, patterns and cultural norms
- Determining existing brands and product or service expectations

Bottom Line Impact

- Increase brand success in new markets by identifying existing brands and understanding buying patterns, cultural norms and expectations
- More accurately predict your market take off and possible barriers to your products or services
- Reduce the risk and save costly mistakes by pre-testing the new market before entry
- Increase growth by knowing how to adapt your product or service marketing mix to the new marketplace

Deliverables

- **New market entry analysis:** reporting on market size, trends and barriers to entry
- **Feasibility report:** reflecting on cultural issues, norms and acceptance levels
- **Consumer segmentation:** profiling different demographic groups for expectations, reactions and brand perceptions
- **Marketing mix recommendations:** including routes to market, price and promotion

Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

For an online demonstration contact our research team on:
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e: enquires@knowledge-partners.com

Is time of the essence?

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: www.knowledge-partners.com/contactus.html



Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.