



Market Profiling

Discover the future

*"People who mean to be their own governors should arm themselves with the power that knowledge gives."
James Madison*

Whether you are looking to better understand your existing market, or you need to find out about an entirely new market, we can help.

You might be looking to enter a new market, or diversify into a new area. Or perhaps you need to take a fresh look at how an existing market is changing, challenge old assumptions and adapt your approach to combat new threats and capitalise on new opportunities.

Whatever your need, market research can help, providing critical insight into how your market works, how it is changing and how best to address this.

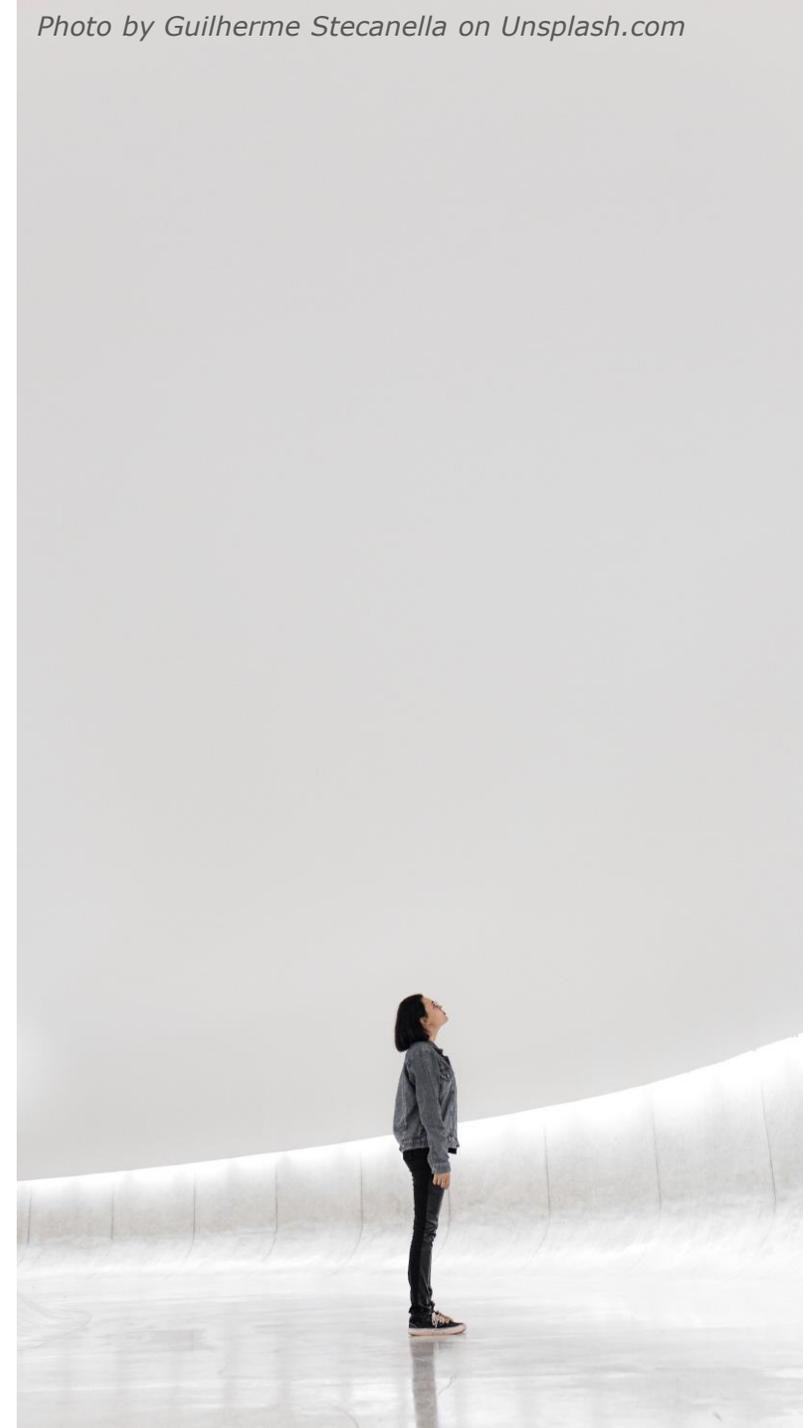


How our Market Profiling service can help

Our Market Profiling service is designed to help you get answers to key questions you may have about your market. Questions like:

- How big is the market?
- Is it growing?
- Who are the key competitors?
- What are the customer expectations?
- Do different customers want different things?
- How should I segment my market?
- Are there any niche opportunities?
- What channels to market should I use?
- How does pricing work?
- How is it changing?

We can help find you the answers you need to ensure your business plans are built on firm foundations.

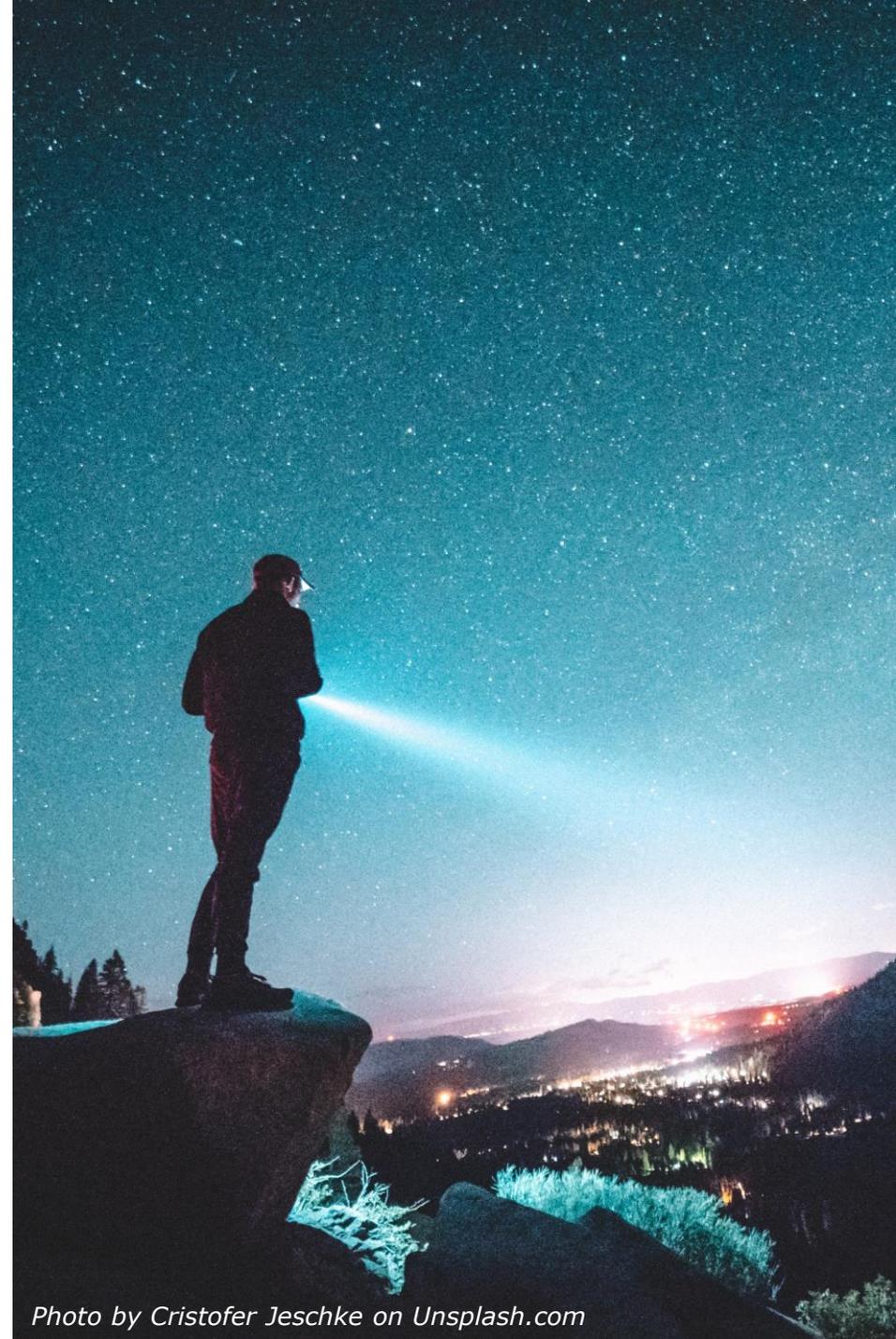


Need information about a new market?

Entering a new market can be like exploring an undiscovered country. But, just like an intrepid explorer, you may find you don't know enough about the territory that lies ahead. You may well have many questions that need answering.

For one thing, investors and potential business partners will want to be re-assured that you understand the risks and opportunities involved.

It is vital to ensure your market entry strategy is relevant and realistic within the context of current market conditions. There is no need to set off blindly – market profiling research can arm you with the map you need to navigate your way through new territory.



Ever wondered if you are missing the bigger picture?

It is not uncommon for a business to primarily understand their market based on what they learn from their main customers and a small group of prospects.

But what about the rest of the market? Do your competitors' customers want the same things? How about those prospects you never get to speak to?

And what if your understanding of the market is based on old assumptions that no longer apply? They may have been true a few years ago, but are they still true today? Markets can and do change. New technologies, new competitors and new ways of working can all play a part.

A fresh look at a market may be just what's needed to bring the bigger picture into focus and dispel any false assumptions.



Are you targeting the right market segments?

"companies cannot connect with all customers in large, broad, or diverse markets [...] identifying and uniquely satisfying the right market segments are often the key to marketing success"
Kotler & Keller

But what are the *right* segments? Historically we may have defined them in terms of basic demographics like age, gender, income, region etc. Or if we are considering a b2b market, in terms of business size or industry etc. But is this always the best approach?

An alternative approach would be to define segments in terms of attitudes and needs. Here we would look to identify segments based on characteristics that make people respond differently to your brand, your category and emerging market trends.

This creates a form of market segmentation that allows you to clearly identify which market segments to target and provides you with the insight you need to design highly relevant offers and messaging for each segment.



Services we can offer

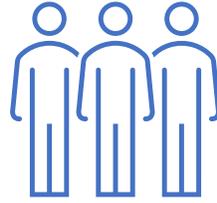
- **Just answering a few basic questions about your market:** sometimes you may only need to plug a few key information gaps. Perhaps you are missing information on something as basic as "*who are the key competitors?*" in a particular market or a specific country. It doesn't necessarily need a large research project to address such questions. If that is the case we will listen to what you need to know and provide you with the best and most cost effective way to go about getting it. There's no need to use a sledgehammer to crack a nut.
- **More extensive market profiling projects:** sometimes there may be a lot of unknowns that you need to investigate when looking at a new market or expanding your business into a new country. This may require a more extensive research project to help answer a whole range of different questions. We can help develop a tailored market research solution to provide you with exactly what you need for your business planning.
- **Full Market Segmentation:** For a more detailed view of your market you may consider a full market segmentation project. People may often look at this if they feel their market has changed or is changing significantly and the old way of viewing things may no longer apply. It may also be a good way to get a solid understanding of a market that you are looking to develop / grow in over the next few years. We can design a segmentation project for you that will enable you to execute a more targeted and sophisticated marketing plan – addressing different groups of customers with messaging and solutions that are far more tailored to their needs.

Working with us

Our design approach

We always start by getting to fully understand your needs:

- It's important to ensure we get a full brief from your key people.
- So that we understand what you need to discover about the market.
- And we can make full use of existing knowledge in your organisation.
- And ensure we get full buy-in from key stakeholders early on.
- That way we get the clearest possible picture of:
 - a) what your business already knows, and...
 - b) what it needs to find out.

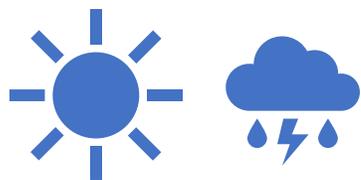


What we deliver

We feedback our findings in a report form best suited to your needs. In it we will:



Explain the key findings of the project. Creating a clear narrative that helps you discover important insights about your market.



Relate our findings to the specific circumstances of your own organisation; outlining the potential opportunities and threats that they represent. Recommending possible actions and strategies you might take.



Facilitate a suitable form of de-briefing to help your organisation to disseminate the information and make practical use of it. Depending on your needs, this might be anything from a simple de-brief presentation to a more interactive workshop/brainstorming event.

Other options: Help with surveys you run in-house

Some people may these days elect to run some of their own surveys in-house. Some may acquire simple online survey tools that enable the collection and analysis of data and, for a basic survey, that may well be sufficient.

However, running a survey in-house can be a time drain and the technicalities of designing and analysing such a survey can be a daunting prospect. Accessing respondents, aside from customers, can be a huge challenge.

So before embarking on such a course it is important to feel confident about all the things you will need to do (and having enough time to undertake these tasks).

However, there is a middle road you can take here. You can choose to manage some tasks in-house and outsource others. We can provide you with a modular service, that enables you to select only the services you need:

- **Questionnaire design service:** Based on a brief you provide; we can design a survey questionnaire for you in MS Word format. You can then do the rest.
- **Analysis and Reporting service:** Maybe you've already designed and run a survey in-house and just need a helping hand with analysing the data and reporting the results.

Contact us for more information or to discuss a potential project

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