

Market Research Services



Just as in operations, success in marketing is dependent on solid information. But unlike internal operations, information about marketing issues is not readily available. Developing better market information can unearth hidden opportunities and improve the chances of success.

Knowing who might buy your products, what they want in a product, and what your competitors are doing can significantly increase your chances of business success.

Expertise in Addressing Your Unique Issues

Insyte Consulting's access to proprietary databases and our experience in unearthing difficult to obtain information enables us to collect and interpret information for your specific needs. Contact us if you are dealing with issues such as:

- Finding new customers
- Expanding into new markets
- Planning product introductions
- Developing a more competitive marketing strategy
- Defining a product roadmap for long-term growth
- Identifying new or expanded sales channels—U.S. or International

Typical Projects

- Customer identification by geography
- Manufacturers Representative or Distributor identification
- Competitor product and strategy analysis
- Customer surveys to identify issues, opportunities, product needs
- Market sizing and segmentation
- Product, technology and industry trend analysis
- On-call research assignments
- On-going monitoring of your industry and competitive environment
- See our *Marketing Services Product Sheet* for associated services

The Insyte Consulting Advantage

Our philosophy is to provide information that is more relevant and useful than Internet searches or expensive "cookbook" market research reports. Insyte Consulting's objective is to tailor a project to fit your specific needs. Instead of merely presenting data, we work with you to interpret it, and offer meaningful recommendations on marketing, product and business strategies.

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Our experience improves your business