



Market Research

Market research. Is it necessary?

Market research is the lifeblood of the business decision-making process.

Accurate, up-to-date and correctly interpreted market research will allow you to make informed decisions based on real information and save valuable time and money by using your resources more effectively.

Conversely, lack of precise and timely information results in flawed decision-making, which usually leads to expensive mistakes or worse, failure.

In today's business reality, organizations that are successful at recognizing and using good market intelligence are the ones that are managing change effectively and thriving.

As markets become more complex and competitive, market intelligence has become more important than ever to organizations who want to ensure they are reaching and serving their target market on an efficient and expanding level.

By acting on reliable, properly conducted market research you can make intelligent decisions based on the current structure of your marketplace and target audience(s).

“Organizations worry too much about the cost of doing something, they should worry about the cost of not doing it.”
- Philip Kotler



It's about time

With market intelligence you will be able to identify new market opportunities. You will uncover customer issues that enable you to build stronger loyalty and increase operational efficiencies by better managing key assets.

A market research report will provide you with essential information on core issues that will directly affect your business strategy and enable your organization to flourish.

Timely information supplies you with the critical details that will create a strategic advantage in providing superior services and relevant information to your potential customers / clients and stakeholders.

Focus on target markets

Executives require access to accurate information to make informed action decisions that are critical to any business enterprise. You can use market research to provide you with solutions that will:

- Provide marketplace intelligence*
- Identify partnership opportunities*
- Identify effective communication channels*
- Expand strategic relationships*
- Make informed decisions*
- Identify opportunities for improvement*
- Improve community planning*
- Save time and money*

Firstbase market research helps organizations significantly improve productivity and increase efficiency in operations while achieving the optimal

“The mass market has split into ever-multiplying, ever changing sets of micro markets that demand a continually expanding range of options.”
- Alvin Toffler

Why use market research?

If you want to make informed decisions, you must have information that is:

*Relevant
Accurate
Current
In-depth*

Third party, acquired market research may be more pertinent than that gathered by your internal team, who are more likely to tell you what they think you want to hear. External market research can assist in decision making by providing:

*Professionally unbiased,
independent and objective
information*

*Experienced and knowledgeable
interpretation*

3x better survey response

Better value for your investment

Management attitudes toward market research

● **Ignorance**

Manager relies on intuition, experience and subjective information for decision-making.

● **Blind faith**

Manager believes using research is a good decision in and of itself.

● **Disillusionment**

Manager acted in "Blind faith" and now feels betrayed when research is not properly utilized.

● **Sophistication**

Manager understands the potential and the limitations of research in reducing uncertainty.

The ideal management attitude is obviously sophistication — enabling the organization to obtain the full benefits of properly conducted market research.

What will market research identify?

Limitations organizations face include time and financial constraints in a complex decision-making environment.

Accurate market intelligence will help you overcome the limitations forced on you by a complex and competitive market place.

Essential information gathered from your market will identify:

Size, segment and key issues of the market audience

Potential market size

Market concentration and growth probability

Views, opinions and perceptions towards your organization and the functions and services you provide

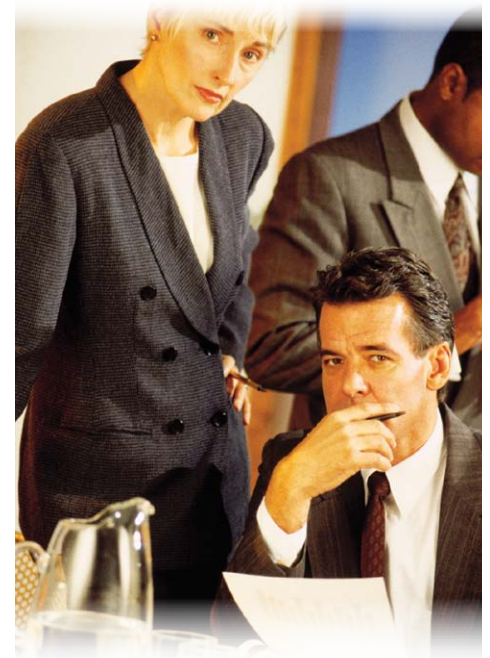
Strategic plan for improved audience perceptions

Values, features and desired outcomes

Communication media channels to deliver your messaging effectively

SWOT analysis, barriers to success and communication challenges

Other key issues that are customized to your needs



Develop your perfect plan

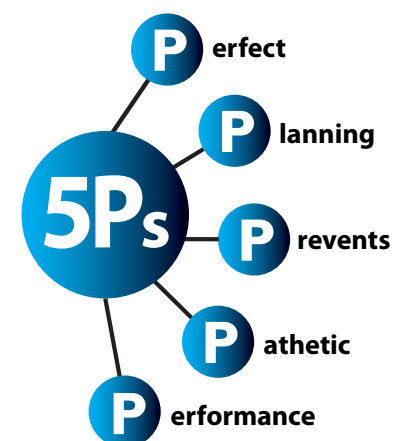
A market research study is the basis for the development of your planning and communications strategy and its implementation. This will ensure a focus to develop the greatest opportunity for:

Generating greater awareness, visibility and credibility

Increasing positive and accurate perceptions

Reducing mis-communication

Armed with the powerful information of a thorough market research study you will have the elements for a perfect plan.



Market research - what are the benefits?

Good market intelligence that is properly analyzed and applied will provide a multitude of benefits to your organization. Here are just some of the benefits:

● **Better communication**

Learn about your potential clients — who they are and what they want the most. Nothing increases market demand better than focusing on a captive audience and delivering the right message through effective channels.

● **Identification of new opportunities**

Knowing who the competition is and what they offer will allow you to define your unique and differentiating factors. Are they missing something you can capitalize on? What can you do better than they can? Are your clients in need of something nobody else is offering?

● **Minimize risk**

Just like any situation, if you come prepared you will be less likely to lose and more likely to win.

● **Benchmarks to help measure progress**

How well are you doing? By setting the standard high from the start, you will be in a better position for sustained growth. Strategic planning based on relevant and accurate information will help to provide measurable results.



The success of a project critically depends upon the effort, care and skill you apply to its initial planning.

Firstbase research capabilities

We have a dedicated team of professionals whose expertise enables us to investigate and survey your marketplace and provide you with critical details that are essential to your success.

Our investigative abilities and experience give proven success across a broad spectrum of sectors. By providing detailed information on attitudes toward your organization's services and functions, Firstbase is able to provide in-depth information on complex topics that directly affect your organization.

Whether it is an investigation into your customers' perceptions and behavioral patterns, or providing a complete overview of your specific markets, Firstbase has the expertise to provide you with exactly the essential information you require to create a strategic advantage.

Turning information into achievable business intelligence enables you to:

Make informed decisions to plan expansion strategies

Gain a clear and in-depth understanding of opportunities for improvement

Identify the most relevant market segments and niche / vertical markets

Improve your knowledge relative to market conditions

Deploy communication strategies that enable higher rates of demand and usage

Develop an effective strategy to move your organization to the next level

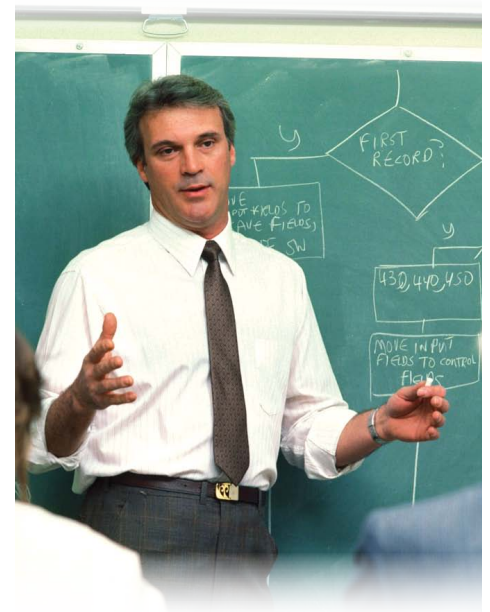
Managing change

Smart decisions can no longer be made based on "gut" feelings, years of experience or anecdotal evidence. The market environment in which your organization operates changes too rapidly for these current "truths" to last very long.

“ To make knowledge productive... requires the systematic exploitation of opportunities for change. ”

- Peter F. Drucker

Properly derived and intelligently interpreted market research that is analyzed correctly will provide your organization with essential cutting-edge information, enabling you to make smart decisions based on real market conditions.



“ Organizations that stay ahead of change are ones in which their people see change as something they themselves accomplish and not something that is imposed on them. They see opportunities to take initiative. ”

- Rosabeth Moss Kanter

Firstbase delivers results

Solutions

Your marketplace is in the midst of significant changes, complete with new rules and challenges, opportunities and expectations. To flourish in this new age, your organization needs innovative solutions enabled by market intelligence designed to help you respond to evolving challenges.

Firstbase provides solutions that are designed to enable executives and managers to access this information, and through knowledge, analysis and insight, turn it into meaningful business intelligence for your organization.

Action

This crucial information enables the development of insights about what changes are occurring and what actions need to be taken. Insights alone are not enough. Leaders need the ability to take action and respond quickly and effectively.

Results

Leaders demand results and Firstbase market intelligence delivers. By facilitating better interactions between stakeholders, committees and the community, Firstbase provides programs that are effective and productive. Market intelligence can help companies better manage their risk, improve their effectiveness and enable them to realize the optimum potential.

Market research sector experience

Health initiatives

Manufacturing

Retail

Construction

Economic development

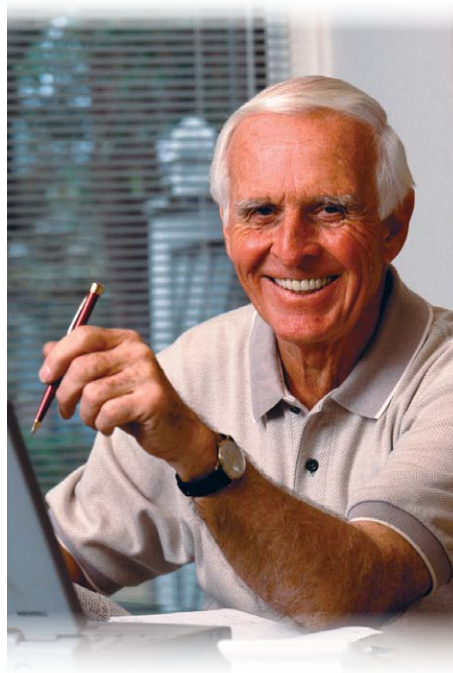
Distribution

What our clients are saying:

“ After 22 years in our industry - I didn't realize there were that many opportunities that we could uncover. The report was above and beyond our expectations. ”

“ Their ability to think outside the box is exciting and we are now working on the next stage of our business growth. ”

“ The Firstbase team certainly live up to their promise of getting the work done! ”



Firstbase's range of in-house services includes:

Strategic planning

Business planning

Relationship management

Market research

Product launches

Communications planning and implementation

Web development

Professional creative design and printing solutions

Time is money



Move to the next level

As your partner in helping your business move to the next level, Firstbase stands ready to assist our partners and customers to achieve their business goals. We work closely with you to plan and implement your strategy and achieve measurable results.

Contact us

Call us today at **1.800.758.2922** for a preliminary **no obligation discussion** to explore the opportunities.



www.firstbase.ca