

MARKET RESEARCH

Reports for international trade

Have specific questions about a market you need answered? Will your product(s) sell? Are there specific standards your product must meet in order to be sold? What distribution channels should you consider? These and other questions can be answered by market research reports.

Overview

As Market Research is one of the crucial components before entering a foreign market, accurate information is the key to making intelligent decisions regarding go-to-market strategies.

With the use of our broad network of industry associations, government agencies, trade agencies, manufacturers and end-users, reports are timely and accurately delivered according to our client's needs.

Market Research Reports

Industry Competition

Identify competitive technologies, products or services, and suppliers or producers of a given product or service in the market.

Market size

Information on market size and demand for a particular product or service.

Product Potential

The evaluation of market potential for a particular product or service based upon

general market trends, industry sources, and import statistics. Also included are the developments likely to have an impact on market prospects, such as major new investments or projects, government programs, policy changes, new legislation, etc.

Regulatory Information

Information on the general regulatory environment and legislation governing the marketing of products or services in a given state or country.

Sales Channels

Identification of sales channels for marketing a specific product or service in a given market.

Step-by-Step approach to market research:

Step 1: Find Potential Markets

Step 2: Asses Target Markets

Step 3: Draw Conclusions

Step 4: Test Demand

Product or Service Search

Identify specialty product and/or service in the marketplace. This can range from general to custom-made products and services, resellers, distributors and manufactures in the target industry. Also included are pricing information on comparable products and services.

Custom Report

Custom report is tailor made according to our client's needs. Please contact our office for more information.