



Our goal is to provide information to enable accurate strategic business decisions.

We offer comprehensive business research solutions to address key business imperatives for corporate, service, manufacturing, financial, consulting and government institutions.

Competitor and Industry Profiles

- › monitor and benchmark competitors
- › gather competitive intelligence to understand key markets
- › market segment analysis, gap analysis
- › review your existing market/s and determine your competitive advantage
- › identify and capture critical industry news, trends and new product opportunities
- › develop leading edge strategies through early knowledge

New Product Development Support

- › expand into new markets and attract new prospects
- › ensure new products are competitive
- › monitor new product trials and develop key marketing strategies
- › maintain product innovation through market intelligence

Consumer Profiles

- › identify customers' key characteristics
- › target customers precisely
- › customise marketing programs
- › reach the right customer with the right offer
- › focus on, listen to, understand and respond to your customers' needs

Customer Satisfaction Surveys

- › benchmark customer satisfaction
- › measure key drivers (KPIs) for customer satisfaction
- › know why your customers refer your company to others
- › identify and prioritise areas for improvement

Business Development Opportunities

- › market intelligence to assist with greenfield development and expansion into new national and international markets



Need market information before introducing a new product into your product range?

Our client was looking to introduce a new product into the personal shopper category in major retail chains throughout Australia. Research by Design provided information on market size (volume and value), market share, product pricing and price points, buying protocols and buying cycles, full competitor profiles and competitor activity. Our client was able to make an informed and strategic business decision to proceed with research and development for a suitable product range to introduce into the gap identified by this market research.

make the right decision