

Framework for:

Market study

Date: _____

Company: _____

Brand : _____

Contact person:: _____

Arranged by: _____

The solution – a result of future-oriented knowledge

Unless you know exactly where you are on the market map, it is difficult to control operations. Therefore it is important to integrate market facts into the ongoing work with the market strategy. During many years of cooperation with the Swedish export industry, we have developed a model to both monitor and predict trends in a particular market segment, and customize a company's offering to these trends.

The foundation of the market study is always secondary data. There is already a lot of information out there, so our work is to find and put together the data and analyze the current situation. This is an excellent starting point for extrapolation into the future.

But as you know, the future can't be viewed in the rear mirror. Therefore, we also need to get raw data directly from customers, users, consultants, and industry associations.

The critical part of the implementation of a market study is seldom the actual study itself, but the analysis and interpretation of the results. Therefore, we never supply a market study in form of raw data. Instead we help the customer draw conclusions and develop strategic action alternatives.

Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at info@pyramid.se

Problem analysis



What is the problem and what resources are needed to solve it?

Investigative problems



What information needed to make a decision is missing?

Delimitations



What products/product areas does the study refer to?

What geographic markets are covered?

What market segments are concerned?

What applications are included?

Who is the target population?

How many years past do we study?

How many years forward do we aim?

Secondary data



What existing information can be used to relieve/solve the investigative problem?

Statistics	Possible source
Web sites	
Market reports	
Research reports	
Trade press articles	
Other editorial material	
Official studies	

Secondary data (continued) →

Information about	Possible source
Demand	
Price pictures	
Profitability	
Technology	
Product development	
Distribution	
Patent and trademark	

Primary data →

What information must we supplement with in order to solve the investigative problem?

Who can provide the necessary information?

What questions should be included in the interview script?

- | | |
|---|---|
| <input type="checkbox"/> User needs | <input type="checkbox"/> Buying motivation |
| <input type="checkbox"/> Attitudes towards the company | <input type="checkbox"/> Buying process |
| <input type="checkbox"/> Attitudes towards the company's products | <input type="checkbox"/> Price elasticity |
| <input type="checkbox"/> Attitudes towards the competition | <input type="checkbox"/> Development trends |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

Procedures and time plan →

	Start	Ready
Preparations		
Collection of secondary data		
Evaluation of secondary data		
Creation of interview script		
Interviews		
Correlation of interviews with secondary data		
Analysis		
Conclusions/review		
Recommendations		

Budget →

Basic fee

Purchase of secondary data

Travel and expenses

Respondent fees

Total budget

Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.

What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.

Together we can:

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

In Pyramid, you have a partner who:

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet
i.e. boosts your growth and profitability.

