

Lead the market, anticipate the future  
and meet new market demands faster.

# Market Intelligence Service Synopsis

Market intelligence is integral to the survival and growth of both new and established companies. Understanding your market, competitors and customers is essential for making informed business decisions, minimising risk and identifying opportunities. Market intelligence is essential when mapping your business strategies – poor business planning usually results in failure. It also helps to shape new products and services, and attract investment and funding. Lead the market, anticipate the future and meet new market demands faster.

## Market Intelligence Expertise

Clear Intelligence has provided expert market intelligence services since the mid-nineties. Our clients include multinational corporations, Fortune 500 companies, small enterprises and non-profit organisations. Our highly experienced specialists cover the complete range of market intelligence functions, across all sectors.

### Market Snapshot

#### Highlights

- Comprehensive range of industry sectors – and segments within each
- Use of industry recognised data sources such as Mintel, Keynote, Datamonitor
- Valuable and realtime data interpreted from multiple data sources
- Provides current market position, trends analysis and forecasts

#### Benefits

- Investor readiness with valid, well sourced data via recognised sources – you'll receive up-to-the-minute data for your business plan
- Reduces business risk by giving you a better understanding of your market/potential customers
- Experienced interpretation of market data plus accurate and clear reporting
- Not just one view – such as that of a marketing consultant – a team of intelligence experts continually monitoring and assessing markets
- No hidden expenses – such as data costs

### Market Analysis

#### Highlights

- As previous, plus...
- Tailored analysis
- Custom research designed to meet specific requirements where off-the-shelf information or strategic consulting is not fully adequate

#### Benefits

- As previous, plus...
- Multiple data sources provide qualitative and quantitative findings
- No need to pay for an expensive general market report
- Research tailored specifically to your requirements

## Competitor Benchmarking

### Highlights

- Obtain detailed profiles of companies (nationally or internationally)
- Skilled analysis to obtain competitor information – without exposing your company's position – via 'mystery shopping' exercises
- Research and analytical expertise to identify and provide custom assessments
- Includes pricing and features for financial and strategic analysis

### Benefits

- Identifies cost reduction and USP opportunities
- Highlights product development areas
- Uncovers areas for functional improvement
- Helps identify the Voice of the Customer (VoC) that will drive the development of new products
- Discovers 'secrets' without competitors being notified of your presence (stealth analysis)

## Routes to Market

### Highlights

- Helps your organisation understand which sales channels are used most frequently, and which are most profitable
- Assesses competitors' sales channels strategies
- Identifies established and non-established sales channels, such as software catalysts, websites, catalogue evaluations

### Benefits

- Highlights new channels to bring your product or service to market
- Identifies the most profitable routes-to-market
- Provides details of how your competitors are generating major sales

## Supplier Benchmarking

### Highlights

- Proven tools and processes used by market intelligence professionals for competitive benchmarking – including scope of services, volumes, prices, service levels
- Independent, third-party organisation feedback

### Benefits

- Reduces valuable time and company resources spent sourcing suppliers
- Potentially significant cost savings
- Reports back with an assessment of how particular prices and services relate to the market
- Provides an assessment of how particular prices and services relate to the market



Clear Intelligence gather market intelligence – specifically targeting the burgeoning social networking phenomena – for web development company THAP.

**“ We know social networking is an extremely difficult and volatile market to tap into from a research perspective. Statistics vary greatly and it's a challenge to gather tangible information. The team at Clear Intelligence always deliver right-first-time intelligence within a tight timeframe – exceptional service! ”**

Adam Paxton, Director, THAP

## Further information

To find out how Clear Intelligence can help your organisation:

call Dip or Paul on **0800 6122 674**

or email **enquiries@clear-intelligence.com**

Alternatively, visit **www.clear-intelligence.com**

