

# MARKET RESEARCH SERVICE

Get Insights To Connect Better

## THE BUSINESS PROBLEM

Some marketing initiatives are just bound to fall flat like selling wetsuits to penguins. Selling to people you don't know is like shooting in the dark. While a few pitches actually hit the target, most are not even near-misses. In this age of cut throat competition, a business can lose its authority by failing to keep up-to-date on market trends, strategic accounts, customer opinions, and the positioning of competitors.

## MIINFOTECH MARKET RESEARCH SERVICE

Amidst our wide range of services, Miinfotech is engaged in offering Market Research Services. Market Research is a key component of marketing strategy and planning. This helps you in judicious decision making by getting insights into your target company, prospect history, target market and other key information. Miinfotech research methodology involves the systematic gathering, recording and analyzing of information related to your sales and marketing initiatives, together with systematic problem analysis, model building and fact finding for the purposes of improved decision making and control in marketing your products and services.

Miinfotech includes a diverse offering of Market Research Services as mentioned below:

- Market Feasibility
- Company Research
- Opportunity Analysis
- Market Entry Strategy
- Go-to-Market Research
- Market Profiles and Sizing
- Prospect History Research



Miinfotech Market Research Service provides clients with valuable insight into their marketing space. Miinfotech's diligent and knowledgeable researchers can provide clients with regular updates on specific company, strategic accounts, important media announcements, market trends, market size and much more.

## Advantages

More than 100+ Miinfotech customers are experiencing these benefits with Miinfotech with 200+ research projects delivered.

- Well-developed research methodologies
- Reduce business risks
- Identify sales leads
- Customers are given single point-of-contact for communication
- Client oriented research solutions
- Accurate and cost effective research
- Timely implementation and execution
- Spot trends
- Understand and find your customers
- Understand prospect history
- Analyze customer behaviour
- Expert insights and recommendations

Miinfotech conducts extensive research and provide clients with deep analyses of the answers. Focused on researching, analyzing and compiling results, Miinfotech's market research team provide clients with valuable insights and information key to many business decisions. Miinfotech uses various sources to conduct market research to gather information on projects. We deploy tested tools and framework to assist you with key business decisions.

**Facts & Evidence: Key To Decision Making**

Miinfotech's team of market researchers can gather facts and data from publicly-available resources on the Internet to provide background information on technologies for current and future trends, product benefits and product functions. The researchers collect, review, interpret and integrate information based on the client's specific requirements and then provide the results in presentation-ready format.



**Outsource Your Market Research**

It's good to test waters and survey beforehand to know if a product/ service can interest your customers or not! Miinfotech market research services can help your company gain vital information about the competitors, economic shifts, demographics, current market trends & spending traits of your customers.

While majority of the information pertaining to the marketing of a product or service might be apparent and clear, the importance of market research in uncovering and digging out deeper influential information to undertake compelling and forceful marketing campaigns cannot be over ruled.

Whether you are looking to fulfill a traditional online study, or seeking a partner to conduct focused research, Miinfotech offers a variety of solutions to meet your needs. As needs change, it's important that your partners are keeping up with the times.

Our FRESH approach is one example of how we take a forward-looking approach to business.

**"WE ARE A FULL-SERVICE MARKET RESEARCH FIRM HELPING CUSTOMERS ACROSS THE GLOBE MAKE JUDICIOUS BUSINESS DECISIONS BY GIVING THEM ACTIONABLE INTELLIGENCE THROUGH ANALYZING WANT, NEED, PERCEPTION AND PROFILE OF TARGET CUSTOMERS AND REGIONS."**

~Miinfotech

"Miinfotech Research Team is expert in their domain and we prefer to work with them again and again."

~Miinfotech Client, UAE

