

# Market Research

## Objective

Assess marketplace acceptance of new product under development and gauge pricing tolerances

## Methodology

- Identify and size potential customer universe
- Develop mail survey to elicit responses to key questions directed to potential customers
- Execute mail survey and compile responses
- Analyze survey results
- Draw conclusions based on results
- Make recommendations to client

## Client

\$15 million travel technology division of conglomerate

## Contact

Division President

## Results

Client was better able to make product and pricing adjustments based on accurate marketplace information. Client was able to approach the marketplace more efficiently, focusing their efforts on higher-quality prospects.

Obtained meetings for client with critical potential customers.



## Length of Engagement

6 weeks

## Output

Detailed database of potential customers; 75-pg. report depicting survey design, methodology and results; 3-hour client presentation / interactive session



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