Utah SBDC*network*
Small Business Development Centers

MARKET RESEARCH PROGRAM PACKAGES

Standard
(Up to 5 SBDCNet Reports)

Premier
Includes Standard Package Reports

Executive
Includes Standard Reports and Premier Services

Standard

INDUSTRY PROFILE
- Industy Overview and Trends
- Market Statistics
- Financial Ratios
- GIS Report: RIng Study Analysis
- Competitor List
- GIS Report: Retail Opportunity Gap

CUSTOMER PROFILE
- Customer Profiles
- GIS Report: Demographics
- Population Demographic
- Phycographic Data
- GIS Report: Annual Consumer Expenditures
- GIS Report: Drive Time Analysis

PARTNERS AND RESOURCES PROFILE
- Supplier/Distributor/ Wholesalers
- Copyrights/Patents/ Trademark
- Licenses/Permits/ Regulation
- Publications List
- Trade Associations
- Trade Shows

Premier

INDUSTRY PROFILE
- *General Industry Analysis*
  - Industry Report
  - Porter's 5 Forces
  - PEST Analysis
- *Competitor Analysis*
  - Direct, Indirect
  - Regional, National, International

MARKET PROFILE
- *Established Company*
  - SWOT Analysis
  - Product and Service Analysis
  - Marketing Strategy Review
- *New Company or Offering*
  - SWOT Analysis
  - Product and Service Analysis
  - Marketing Strategy
  - Sales Forcasting

CUSTOMER PROFILE
- *Customer Anaysis*
  - Target Market Analysis and Identification
  - Demographics Analysis
  - Customer Identification

PARTNER PROFILE
- *Potential Partner Lists*
  - Supplier Identification
  - Distributors Identification

PRIMARY RESEARCH DESIGN
- Survey/ Questionnaire
- Focus-Group

Executive

INDUSTRY PROFILE
- *General Industry Analysis*
  - Geographic Market Size & Market Share Analysis
- *Competitor Analysis*
  - Specific Competitor Analysis
    - Positioning
    - Offerings
    - Pricing

MARKET PROFILE
- *Established Company*
  - Comprehensive Marketing Review
  - Custom Marketing Strategy
    - Traditional Marketing
    - Online Marketing
- *New Company or Offering*
  - New Product Introduction Strategy
  - Custom Marketing Strategy

CUSTOMER PROFILE
- *Customer Analysis*
  - Target Market Prioritization
  - Contact Customer List
    - Phone Survey
    - E-mail Survey
    - Focus Group

PARTNER PROFILE
- *Potential Partner Lists*
  - Contact Potential Partners (vendors/ suppliers/distributors)
  - Partner Profile Verification and Validation

PRIMARY RESEARCH IMPLEMENTATION
- Survey/ Questionaire
- Focus-Group