



Small
Manufacturers
Advantage™

MARKET RESEARCH

Market Research is one of the most important steps in any online venture. You should identify and understand your market before you sell a new product or service, start building or upgrading a website or launch an internet marketing campaign.

Complex business challenges require a comprehensive Market Research. RK Global provides solutions tailored to the needs of different vertical industries, as well as business challenges shared by many types of organizations.



With our unique **Strategic Online Market Research** service, you will have a holistic view of opportunities, trends, marketing best practices, competitor strategies and even possible threats.

Why Market Research?

Marketing without research may not solve your business challenges. While online marketing will bring more visitors to your website and generate increased leads or sales, you may be unaware of opportunities, trends and threats facing you and your competition.

Market Research needs to be an integral, ongoing part of your business development. It's crucial to analyze your industry and identify your target market before:

- ✘ You waste money on advertising that won't get you the results you want;
- ✘ Your competition does so and gains a competitive advantage.

Market research is a cost effective way to test new products and grow your business responsibly. Carefully test your market before you launch a new product. Be smarter than your competition; invest in low cost research before you invest in expensive inventory and equipment.

Strategic Online Market Research

RK Global has developed a unique process and approach to execute Market Research. We integrate and leverage multiple innovative web based tools to provide you with a state-of-the-art report delivering valuable analysis of your online target market and helping you to lead your industry. We gather and analyze massive search-related data gained from reliable online sources to identify market opportunities, trends, threats & competitor activity. Our techniques enable us to:

- ✓ Measure actual visitor interest and trends - real search numbers, not just estimates;
- ✓ Compare search volume patterns across specific industry verticals and time frames;
- ✓ Anticipate the effect of seasonality on your business so you can budget and plan accordingly;
- ✓ Narrow down our research to specific geographic locations to see how search volume is distributed across regions and cities;
- ✓ Take a look at new social networking channels: summarize recent activity, trends and other issues in the blogosphere and other social networks.

RK Global utilizes leading online tools to collect substantial search engine data and enable our research analysts to deliver you valuable Market Research in a new and exciting way.

Key Elements

RK Global will prepare a comprehensive, 15-20 page Strategic Online Market Research report which will clearly identify:

- ✓ Current, web-related quantitative demand and supply side data for existing products & services;
- ✓ Closely related products & services in order to identify new business opportunities;
- ✓ Potentially profitable, new or existing “hot” markets based on trend analysis;
- ✓ Missed opportunities with relation to existing products, services and markets;
- ✓ Your closest online competitors, their internet marketing strategies, and search demand for their products and services.

The report will leverage industry benchmarks and marketing best-practices to showcase potential areas of improvement.

Benefits

The main benefits of Strategic Online Market Research can be summarized as follows:

- ✓ Provides you with a framework for identifying and analyzing strengths, weaknesses, opportunities, threats and trends in the market.
- ✓ Enables you to analyze your current situation and develop appropriate strategies and tactics.
- ✓ Provides you with a platform to assess core capabilities and competencies.
- ✓ Helps you make decisions related to Market Expansion, Market Diversification, Product Expansion and Product Customization.
- ✓ Helps you understand your target market for better product positioning and marketing communications.

With our own experts handling each step of your Market Research initiative, we guarantee you will receive a highly valuable and reliable report from RK Global.

Pricing

Whether you are about to launch a new product or build an online presence, strategic online market research will bolster your efforts.

A strategic partner of CMTC, RK Global offers a highly competitive pricing structure for members of the Small Manufacturers Advantage[®] program. Contact your SMA consultant for pricing to improve your web presence today.

