

## Market Research

### What is Marketing Research?

Marketing research is carried out to enable you to understand your target audiences and what would be the best way to sell to them. Basically its used to find out target markets, understand your clients buying habits, provide you with a well qualified environment to launch your products and services and so on.

*Think about this* – When you go shopping to make a good-sized purchase like a TV, most of us do a little research. What's the best brand and why, what are the different models available, which has the best price etc. This will put you in a better position to make the purchase. So that's probably the easiest way to explain market research – it puts you in the best position possible to make judgements.



### What type of marketing research is available?

Depending on what you require, determines the best strategy used to conduct the research. We take into account time restraints, budget, statistics and other information that we will find for you.

Some examples of market research available include surveys (both electronic and hard copies,) focus groups, competitor analysis, and statistical information from various sources. It may be as simple as a customer satisfaction survey right through to developing a new product you're launching and want the best possible strategies to use for successful outcomes.

**Marketing Mechanics** can tailor a research project for you and gather, collate and provide a report on all data received. We will also include suggestions on what we believe will be the best way to market and sell your products and services based on the given information received.

Who are your customers?

Why don't they buy from you?

Your customer's needs and wants

What do and don't they like about me?

*The above chart is an example of information gathering for market research.*

For further information, call us today on **02 9565 2120** or [email us](mailto:info@marketingmechanics.com.au)

Please visit us online @ [www.marketingmechanics.com.au](http://www.marketingmechanics.com.au)

© Marketing Mechanics 2002