

Is the Time Right for Market Intelligence?

Market intelligence is the systematic collection, analysis and communication of objective information about the external world to decision-makers.

- New laws?
- New regulations?
- Candidates to watch?

- Demographics
- Behaviors
- Attitudes
- Beliefs

- Best prices?
- Single supplier?
- Supply chain threats?

- Losing market share?
- Know desires?
- Know future needs?

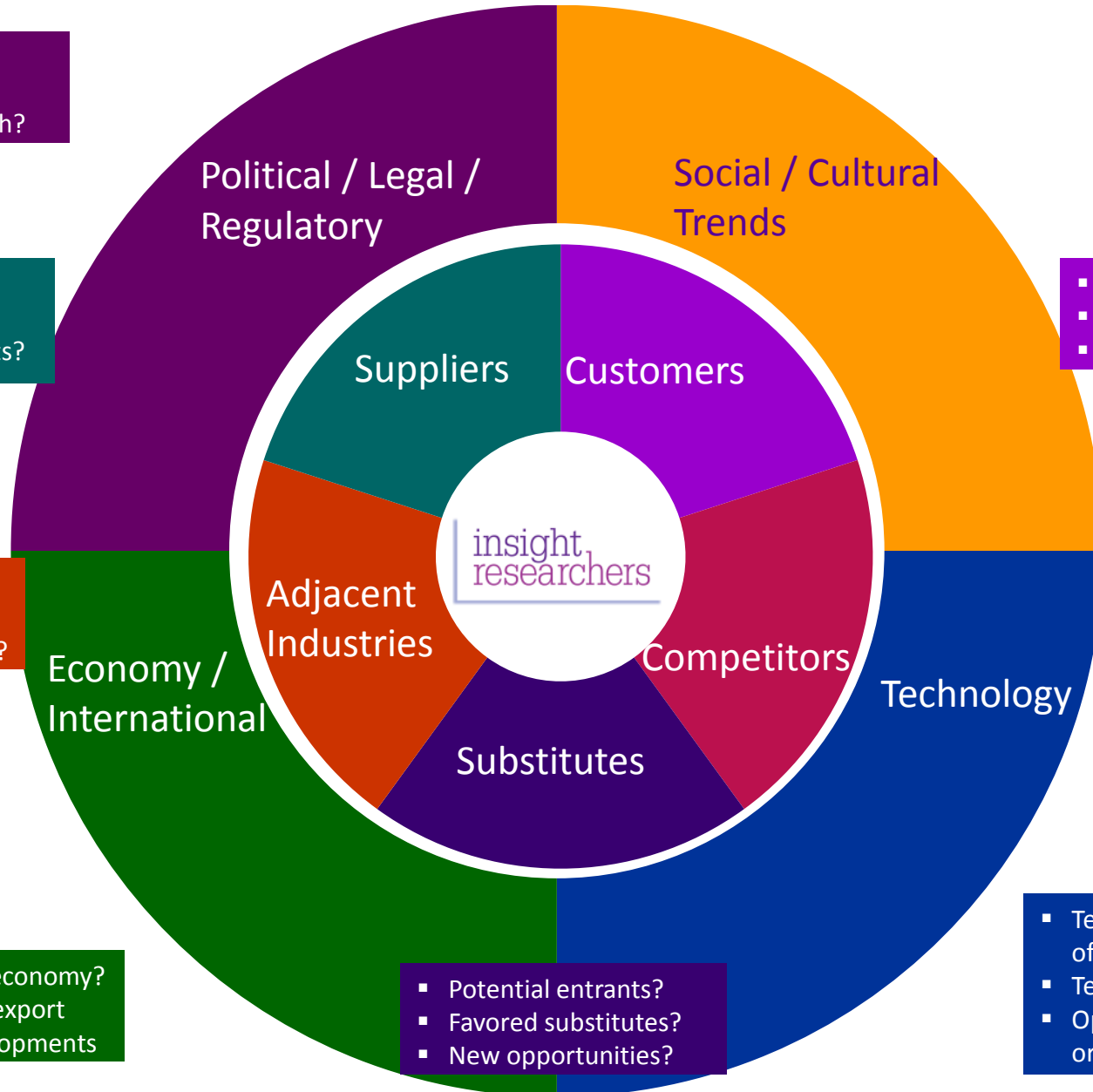
- Best practices?
- Convergence?
- New opportunities?

- New competitors or products?
- Recent surprises?
- Know how you compare?

- Strategies for bad economy?
- Impact on import/export
- International developments

- Potential entrants?
- Favored substitutes?
- New opportunities?

- Tech to replace offerings?
- Tech to lower costs?
- Optimize manufacturing or supply chain?



Enhance Your Competitive Edge; Look Beyond the Four Walls of Your Business

Your Competitive Edge Depends on Your Decisions

Why invest in market intelligence?

The success of your business depends on the decisions you make. We provide the research, analysis, intelligence and perspectives to insure that you are fully informed to make the best strategic and tactical choices. You can consider it “due diligence” or “doing your homework” before undertaking an important step. Better decisions = less risk/waste = more profit. Can you afford not to?

When should you invest in market intelligence?

Ideally you should keep tabs on the external environment in an ongoing process, not a one-time event. Still, certain events/situations justify a special effort:

- Losing market share to a competitor or substitute
- Developing a new product or service
- Expanding to a new market or industry
- Mergers and acquisitions
- Being surprised by an existing competitor's actions
- Discovering unexpected new entrants in the market
- Prior to the outlay of large capital expenses
- Needing to identify early changes in the market
- Desiring to validate your own assumptions about market

Why Partner With Us

Insight Researchers helps clients make better business decisions with customized business research and analysis. We provide valuable insight on what's happening beyond the four walls of your business with a focus on: customer needs, the competitor landscape, market opportunities, industry trends, potential threats, and other factors that can impact your business.

What We Do

- Win/loss analysis
- Environmental scans
- Trade show/conference monitoring
- Current awareness newsletters
- Voice of customer interviews
- Exploration of new markets
- Non-profit (prospect) research
- Secondary research
- Telephone interviews

Who We Are

Insight Researchers LLC is a privately held, woman-owned business that was founded in 2010. Our research team is composed of a network of seasoned, independent professionals with expertise in a variety of fields and methodologies. All projects are centrally managed to ensure you get the intelligence you need on time and within budget.

The principal of Insight Researchers, Shelly Azar, has been working as a market intelligence professional since 1996 with experience in competitive intelligence, business research, and market analysis. She has worked both as a consultant and as a practitioner in the corporate headquarters of global public and private companies.

Shelly knows what businesses need to maintain a competitive edge in an ever-changing climate.