

# RESEARCH

Market research is for every business, from new business start-ups to corporate organisations. Small and medium sized enterprises (SME's) account for 99.9% of UK businesses and market research can improve understanding of the market place, competitors and customers. It is vital to know who your customers are, what actions will attract more of them and identify how to make them happier. Our services provide actionable customer insights which enable you to make key business and strategic decisions with confidence and help you better engage your customers.

## WHY USE RESEARCH?

Research is beneficial for a variety of objectives:



**New Product Launches**



**New Store Openings**



**Events**



**Customer Feedback**



**Strategic Marketing Evaluation**



**Campaign Effectiveness**



**GDPR Compliance**

## OUR APPROACH



We are a Market Research Company Partner and the only media owner in the UK with this accreditation



We use SNAP Survey Software, the best in market research



Our MRS membership demonstrates our commitment to quality, professional standards and unbiased, independent market research and field work



We have ISO 27001 certification for data security



Research can be carried out anytime, anywhere without the need for WiFi or 4G



We have a large inventory of our own branded iPad & Samsung tablets and uniforms for face to face interviewing



A UK wide network of experienced, MRS trained researchers with significant experience in both B2B and B2C research

## RESEARCH SERVICES

We are qualified in quantitative and qualitative methodologies including face to face and on street research, online panel research, creative concept testing, focus groups and insight communities.

Our services include:



Quantitative Research



Marketplace and industry insight and trend forecasting



In depth Competitor Analysis



Research and Insight Consultancy



Qualitative Research

Come say hi: **0161 662 4751** [hello@ministryofresults.com](mailto:hello@ministryofresults.com)

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**Sources:**

<https://www.mrs.org.uk/>

<https://www.researchforsmallbusinesses.com/article/what-is-market-research>

<http://www.communicorpuk.com/research>