

“
Without data you're just another person with an opinion.”

W. Edwards Deming








MARKET RESEARCH & ANALYSIS

Market research is one of the most valuable and informative processes business, industry and government can utilise to secure data. Both primary (quantitative and qualitative) and secondary (desktop / industry) research can provide vital information to support decision making and drive strategic planning.

Clover Strategy provides end to end **Market Research and Analysis**. This includes developing research methodology, undertaking research, analysing results and providing recommendations.

Research can further be utilised to engage with stakeholders (i.e. local business, potential customers, current customer, employees) to generate complete reviews and communications plans.

Services.

-  **Industry Analysis**
-  **Competitor Analysis**
-  **Market Analysis & Opportunity Reports**
(Domestic & Export Markets)
-  **Customer Feedback**
-  **Online Surveys**
-  **Focus Groups**
-  **Interviews / Case Studies**
-  **Reports, Presentations & Recommendations**