

# STRATEGIC MARKET INTELLIGENCE

**“90% of executives admit they make most of their decisions by gut instinct because they lack the right information when they need it.”  
Forbes— April, 2002**

## MARKET INTELLIGENCE FOR DECISION MAKERS

**At SMI, we are focused squarely on one thing; helping our clients solve problems. In today’s fast-paced, highly competitive global marketplace, we arm decision makers with critical market and competitive analysis needed to make informed decisions.**

### **SMI Value**

Problem Definition  
Methodology Independent  
Customized Research  
Extensive Practical Experience  
Strategic Analysis  
Customer Focus

Through extensive *practical experience* and *customer focus*, SMI provides *customized*, leading-edge strategic analysis of market data, the business environment, and the competitive landscape.

We believe that it takes more than mounds of data and statistics to lead decision makers to informed outcomes. We advocate a two faceted approach: first *define the problem* to zero in on the valuable and relevant data and second create real value with *strategic analysis* of the data collected. This strategic approach arms the client with the ability to maximize positive results.

SMI focuses on fully understanding the problem at hand. When you select SMI to help solve your business problems, we will ask throughout the process “What decisions do you need to make?”

We operate using a different business model than traditional market research firms’ one-size-fits-all approach. We listen to you, and then we determine the most cost effective ways to get the information. Unlike some firms, we do not profit from the collection of data. Since we have been there, we put ourselves in your shoes and ask, “If this were our company, how would we solve this problem?” This methodology allows us to customize your project to your unique circumstances. Whether you are a Fortune 500 company, an early stage start-up, a regional bank, or a local family restaurant, SMI can help.

### **Quantitative Primary Market Research**

Customer and Employee Satisfaction  
Market Segmentation  
Business Case Development  
Market Forecasts, Sizing, Share Analysis

### **Qualitative Primary Market Research**

Focus Group Moderation  
One-on-one interviews  
Product evaluation and testing  
Advertising/Promo Material Testing

### **Secondary Research/Data Analysis**

Market Trends and Demographics  
Analysis of existing survey/sales data

### **Competitive Intelligence Gathering and Analysis**

SWOT Analysis  
CREAM Sessions  
(Competitive Response Evaluation Analysis Meeting)  
Market and Product Positioning  
Financial Analysis

### **Strategic and Market Planning**

Marketing Program Development and Refresh  
Market Plan Development

Internal email from a Controller to the Marketing Director regarding SMI:

**“I would like to say that this is the most professional and understandable survey, in terms of relevance, I have seen. Excellent work. I am reviewing this to help revise our budget.”**

**Strategic Market Intelligence  
102 Ecklin Lane  
Morrisville, NC 27560**

**www.stratetgicmarketIQ.com  
Telephone: 919-481-0099  
Email: info@strategicmarketIQ.com**

# STRATEGIC MARKET INTELLIGENCE

**“Firms that thoroughly test the product in use and its advertising, study customer feedback during and after launch, and carefully interpret the findings of market testing have a substantially better chance of success.”**

**— Journal of Product Innovation Management, Nov. 1999**

## NEW PRODUCT DEVELOPMENT AND INTRODUCTION

**The development and introduction of new products or services could not be more critical to a company’s success or failure. At SMI, we bring together world class professionals from the fields of marketing research, business analysis, product development, design and usability to increase the odds of a successful product development effort.**

### **SMI Value**

Experienced Professionals  
Multi-Disciplinary Team  
Business Analysis  
Design Expertise  
Marketing Programs  
Product Launch

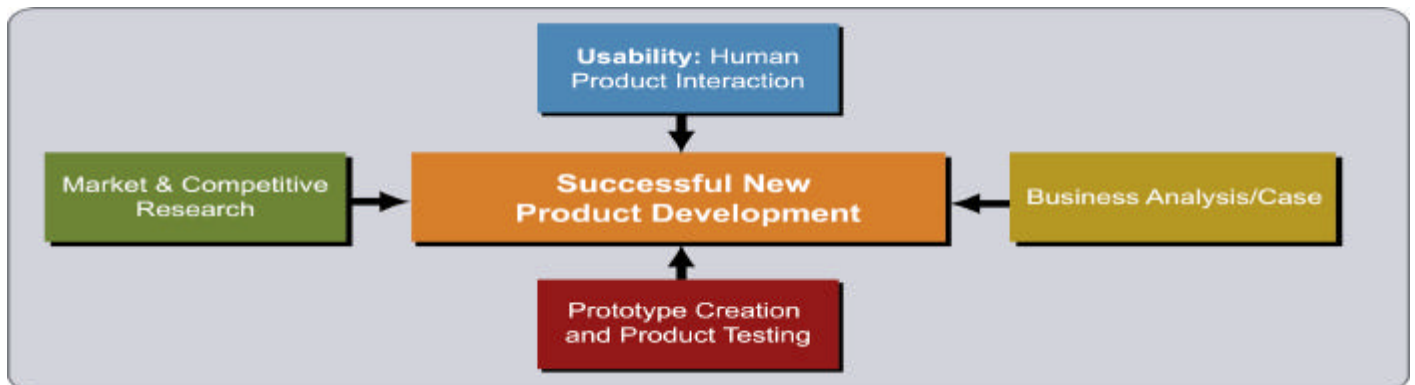
The SMI team has extensive experience in developing new products. Whether you would like to develop a “new-to-the-world” product, develop new product lines that enter established markets, add to an existing line, revise products re-entering established markets, reposition a product, or redesign a product with cost reductions, SMI can help.

It takes a broad range of experiences to successfully develop new products and SMI is uniquely qualified. In fact, the majority of SMI professionals worked in a new product development division for a Fortune 500 company. *Put our experience to work for you.*

We understand that the role of any new product development activity is to introduce a new product in a way that maximizes its chance of *becoming profitable* in its intended market. SMI has found that one of the best ways to accomplish this task is to *combine a multi-disciplinary approach with practical experience*. SMI has developed a structured and tested methodology for new product development which includes 4 stages. In Stage 1, a preliminary investigation takes place (market potential, competitive environment, regulatory/legal environment, technology feasibility). The product-company fit and market opportunity is assessed. Stage 2 is a more detailed investigation of end-user wants and needs, concept tests, and initial marketing strategy thoughts form. In Stage 3, product development begins, as does creating a launch plan. Finally, in Stage 4 the product is tested with the target market, feedback is gathered from the field and the launch plan is modified accordingly.

SMI understands that not all companies have the resources to launch a product in an ideal environment where time and resources are abundant. SMI professionals have experience launching products for Fortune 500 companies, early stage start-up companies and established companies with resource constraints.

**If you are interested in learning more about how SMI can assist you with the development or introduction a new product or service, please contact us.**



**Strategic Market Intelligence**  
102 Ecklin Lane  
Morrisville, NC 27560

**www.strategicmarketIQ.com**  
**Telephone: 919-481-0099**  
**Email: info@strategicmarketIQ.com**