



Research at every Stage

Stage9 Marketing commissioned Angela Lawrence of Itero Marketing to assist them with the research element of a client project.

The project required identification of significant key markets where the client's product offering may be relevant and commercially viable. Following on from this Angela researched identified markets using primary and secondary techniques to establish the intelligence necessary for evaluation.

The research included identification of and telephone interviews with key contacts who were able to offer valuable insight into market attractiveness. All telephone interviews were recorded and transcribed so that full transcripts could be made available to the client.

Strategic marketing models were applied to evaluate options open to the client and to determine relative market attractiveness.

Colin Sneath DipM FCIM, Director of Stage9 Marketing commented "Angela's grasp of client requirements, execution of the research and subsequent analysis was exemplary. Her work provided the foundation for a wider planning project that is now in the process of being successfully implemented."