
Off-Highway Research

Private Client Research



REPORT



PRIVATE CLIENT RESEARCH

When questions and research needs arise which are outside the scope of our standard services, clients can tap into Off-Highway Research's industry knowledge, experience and expertise to commission research and consultancy services on a private and confidential basis.

Investing in market research which is tailored to your needs provides a range of benefits, over and above those available from Off-Highway Research's off-the-shelf products:

- Answer specific questions relevant to your business
- Make decisions based on research and analysis by independent experts
- Identify opportunities and address threats in the marketplace, specific to your business and its strategic goals
- Understand and minimise risks associated with executing your growth plans
- Gain a competitive advantage through better understanding of customer requirements
- Understand industry trends which relate directly to your business
- Identify new markets and growth opportunities for your products
- Understand your position in the market and how your brand is perceived
- Identify new and emerging customer groups

HOW DO I COMMISSION RESEARCH?

- 1 THE BRIEF.** Call or E-mail Off-Highway Research to arrange a meeting to discuss your requirements and needs
- 2 THE PROPOSAL.** Based on your requirements, we will outline the objectives, scope, methods and deliverables, including personnel to be used, the cost and the timeframe.
- 3 THE RESEARCH PROGRAMME.** A senior staff member will take full personal responsibility for directing the project, and managing internal and external staff.
- 4 DELIVERY.** Reports and data are provided on time and on budget.

WHAT ARE THE COSTS?

The consultancy does not begin any assignment before timing, fees and costs are agreed with the client. The quoted costs are never exceeded unless, by agreement, the scope has been altered.

CONFIDENTIALITY

Unless otherwise agreed all work is strictly confidential to the client. Copyright, however, remains with Off-Highway Research.

EXAMPLES OF OUR WORK INCLUDE:

- Market research, analysis and forecasts
- Market feasibility studies
- Buyer and end-user surveys
- Product viability studies
- Brand awareness, attitude and perception studies
- Diversification and acquisition studies
- Financial studies
- Marketing strategy studies
- Financial studies

ENQUIRING
ABOUT PRIVATE
CLIENT RESEARCH
IS RISK-FREE – THERE
IS NO CHARGE FOR
ENQUIRES

CONTACT

Visit www.offhighway.co.uk or contact mail@offhighway.co.uk for more information and samples of our Annual Reviews.

