



Market research

Companies that incorporate market research into their product development process have a 30% higher success rate for new product launches.

- Product Development and Management Association (PDMA)

Without data, you're just another person with an opinion

Fynch's market research approach seamlessly integrates both quantitative data and qualitative insights, enriched by expert opinions. We maintain a lean approach, making sure we only collect what is relevant and tied to outcomes.



Industry analysis



Competitor analysis



Benchmarking



Customer behavior analysis

Key activities

1 Research planning and objective definition

- Define research objectives:** Establish precise goals using the SMART framework.
- Scope definition:** Identify target markets, segments, and geographic areas.
- Research methodology selection:** Choose methodologies (qualitative, quantitative) and data collection tools (surveys, interviews, focus groups).
- Develop research plan:** Craft a research plan with clear timelines, resources, and deliverables.

- Clearly defined research objectives
- Detailed scope and target market outline
- Selected research methodologies
- Structured research plan

2 Data collection

- Primary data collection:** Conduct surveys, structured interviews, and focus groups using tools like SurveyMonkey
- Secondary data compilation:** Aggregate data from industry reports, academic journals, and databases (Statista, IBISWorld)
- Sampling strategy implementation:** Execute a robust sampling strategy for data representativeness.
- Data management:** Organize and manage data using tools like Excel, SPSS, or database management systems.

- Robust primary data sets
- Comprehensive secondary data aggregation
- Representative sampling framework
- Organized data repositories

3 Analysis and insights

- Descriptive analysis:** Summarize data using statistical techniques to understand basic patterns and trends.
- Inferential analysis:** Apply advanced methods (regression analysis, hypothesis testing) to draw conclusions.
- Segment analysis:** Use clustering algorithms (k-means, hierarchical clustering) to identify market segments.
- Competitive analysis:** Evaluate competitors using SWOT and Porter's Five Forces.

- Detailed descriptive statistics
- Inferential analysis results
- Market segment profiles
- Comprehensive competitive analysis report

4 Insight Synthesis and Reporting

- Insight extraction:** Synthesize analytical findings into actionable insights.
- Trend analysis:** Identify key market trends using time-series analysis and predictive modeling.
- Strategic recommendations:** Develop recommendations based on insights, aligned with business objectives.
- Visualization and reporting:** Create reports and data visualizations using Tableau & Power BI.

- Actionable market insights
- Identified market trends
- Strategic recommendations
- Detailed market research reports

Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

Book a consultation

