

Market Intelligence and Opportunity Research

Services	Deliverables
<ul style="list-style-type: none">Market Intelligence and Opportunity Research	<ul style="list-style-type: none">Hours will depend on requirements of project. Approximately half of the hours will be spent on a “Shallow Dive” and the other half on a “Deep Dive”.

Market Intelligence and Opportunity Research

“Helping to find new customers and markets that need what you can offer”

Market Intelligence and Opportunity Research is a valuable service for companies that have technology, material, or systems that could be used for new products or markets. This service explores potential new customers and markets, or licensing and sales opportunities for the company’s technology, materials and systems. **This service is intended as an essential guide for companies to diversify using the equipment and machines that they already have. It provides quick, expert advice on the most critical questions.**



Market Intelligence and Opportunity Research does not discuss how to sell more of your existing products to your current customers but to explore and identify new and unknown customers and markets and to capitalize on opportunities outside of your current core offerings. This is for companies that need vital information and data but do not have the time, skills or resources to investigate and analyze “The haystack to find the needle”. With AKA’s Market Intelligence and Opportunity Research, **you continue to run your business while our research professionals find the answers you are looking for and provide validated results that can be acted upon immediately.** The resulting report will include contact information of potential customers, licensees, or buyers, who have been spoken to, vetted, and are awaiting your call.

The Report Generated by this Research, will Include:

Information from the shallow dive:

- A. Characteristics of markets
- B. Market trends
- C. **Competitive landscape**
- D. **Companies of interest**
- E. Information from market experts
- F. Barriers to market
- G. Opportunities presented by market

Information from the deep dive:

- A. **Best options to pursue**
- B. **Target company information (Name, Email and Phone Number)**
- C. Strategic development needed
- D. Investment required/recommended

Benefits of This Service

- **New clients**
- **New Jobs or man-hours created to support new business (with Corresponding Efficiencies)**
- **Intelligence needed to make accurate and confident market decisions**

