

Structured market and landscape reviews to support strategic decision making process

Brief Overview

Business Research forms an integral part for any successful organization to drive its sales force, product portfolios and management strategies to match up in the competitor space. The major focus for the companies these days is to bring customer delight and design products and services that meet the customer needs.

The major business research activities involved for making strategic decisions involve both primary and secondary research, whereby the analysis provides integrated strategic recommendations to address all key elements required to make structured engagements.

Hadron helps leading organizations to make insight-based business decisions, by well focusing on data authenticity and robust business models. The services include:

- * Competitive Industry research
 - Market/Company/Product Assessments
 - SWOT/value-chain analysis
 - Market Sectoring reports
- * Competitive Business Intelligence
 - Product KPI's identification and strategizing
 - Trend Analysis, Competitive landscaping
 - Pricing strategies
 - Innovation, IP and R&D focus
- * Survey Designing & Management
 - Proposal Research & Compilation
 - Study and Questionnaire design support
 - Telephone & Web Surveys
 - Identification and mapping of KOL's

Benefits you would derive

- * Assume market scenarios and maintain product portfolios with a competitive edge
- * Better understand the market segment and focus on the targeted products and customers to expand
- * Analyze market dynamics and develop new business initiatives (Market/Product/M&A)
- * Identify the best business partners for R&D solutions and imaging self caricature in market
- * Track products, portfolios, markets, competitors and targets regularly and more effectively

About us:

Hadron is a global intellectual property and technology research services company based in India with people from IITs, IIMs and IISc. We provide services in the form of patent landscape report, patent portfolio management, patent licensing support, patent searches and market research. Our clients consists of fortune 50 and fortune 500 companies. We at Hadron combine science with technology to make lives a little easier. Our analysis techniques and visualization tools helps CEOs, patent attorneys, R&D department, IP department to make effective business decisions and plan the future. We focus on a niche set of service offerings and have proven experience in working with counsel in technology and related fields.

- * Examine and identify the unmet needs and new opportunities to excel via professionally driven primary research

Methodology for Search/Analysis

Business Research is based on the information from various databases available free as well as on subscription.

For Primary research, the contacts are maintained and reviewed via surveys/telephonic.

For Secondary research, data validation and assumptions are made using authenticated sources.

Steps followed



Output

Reporting and results will be given on Microsoft Excel/PowerPoint as well as on our interactive platform where client's can review the results in an easy to digest format.

Delivery format

All results will be stored on password protected encrypted content management system, however it is possible to deliver report in other formats according to client requirements.