



## Who needs Market Research?

- Companies lacking information who need to make an informed decision
- Companies looking to break into new markets or diversify
- New businesses
- Companies launching new products or services
- Companies wanting to further their business
- Companies requiring accurate data regarding their customers' thoughts, feelings or actions

## What can Market Research help you with?

- Finding new areas of growth and setting targets
- Customer intelligence
- Assessing strengths and weaknesses
- Making decisions
- Entering into new markets
- Sourcing potential customers
- Identifying competitors

“Research is creating  
new knowledge.”

Neil Armstrong

### Our Values

**Outperform** - We outperform the competition and our clients' expectations.

**Results-Driven** - Measuring our success through our clients' achievements.

**Unique** - In our vision and the way we conduct our business.

**Pride** - We take pride in ourselves, each other and our work.

**Belief** - We believe in our clients and their business.

### Contact Us

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Market Research



“Working with industry towards a profitable and successful future”



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## What is Market Research?

Market Research provides accurate insight and analysis into society, a market or group of people.

Primary research involves undertaking studies to find out something new.

Secondary research makes use of existing sources. The process involves collecting, cleansing and evaluating the information.

### Case Study

An engineering company was planning to open an anodising workshop. They wanted to gain an in-depth understanding of what the current marketplace offered.

Using our market research skills, we determined who their competitors were, which techniques, sizes, weights and colours were most common and what certifications other companies had, as well as other useful information.

The data was collated using phones, emails and gathering available online information.

Analyses were then undertaken and Hayward Miller offered recommendations based upon fully researched results.

The client was therefore able to make an informed decision based upon reliable information.

## What does Hayward Miller offer?

- Database Generation
- Questionnaires
- Market Strategy
- Focus Groups
- Competitor Analysis
- Contract Identification
- B2B Interviews

**Database Generation** We identify relevant sectors for your company and create a bespoke database of companies and contacts.

**Market Strategy** Our Market Research enables us to develop a market strategy with you. This will focus on the right product or service mix to stimulate growth. We also perform internal and external analyses.

**Competitor Analysis** We will identify your competitors and evaluate their strategies to determine strengths and weaknesses.

**B2B Interviews** We conduct in-depth interviews with participants, either by telephone or face-to-face.

**Questionnaires** We create and send surveys via email, post or online. We then analyse the findings and provide advice and feedback, allowing you to grow your business.

**Focus Groups** We conduct small group discussions to help determine how your customers or clients consider your product or service.

We are your Market Research Team

We research your markets

Competitors

Sector

Decision Makers

## Contract Identification

We access applicable tender portals to find the best openings for your company and provide you with a summary of each.

We work on behalf of our clients for a set number of days a month.

We are your sales team!