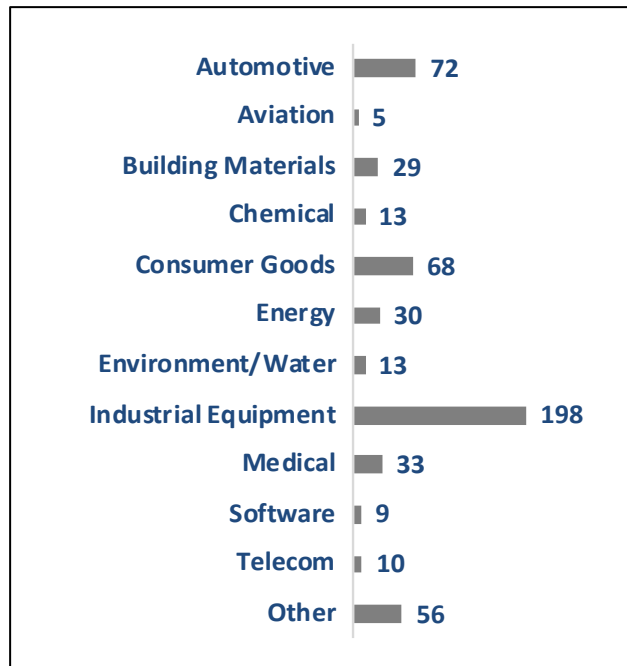


## Custom Market Research

Custom market research provides market intelligence focused on client’s specific industry, product or service interests to develop fact-based foundations for business strategy decisions.

Project Levels	Deliverable Attributes	Timeline
Market Validation Profiling	A custom industry and product focused market profile intended to answer whether there is sufficient China market opportunity. The report will include customized project-specific research and analysis of industry size/growth trends, regulatory considerations, market channels, regional market differences, competitor/customer profiles and other competitive factors critical to strategic planning. Very limited use of field interviews and surveys will be involved.	45-60 Days
Custom Market Research	All elements of a Market Validation report, supplemented with original fieldwork analysis of targeted factors that can include specific buyer behaviors relevant to the specific product space and company situations. These reports generally include 10-20 field interviews with subject matter experts (customer, suppliers, competitors and industry influencers) to obtain detailed in-depth perspectives.	60-90 Days
“Deep Dive” Market Intelligence	Full Custom Market Research plus extensive interview based assessment of buying and competitor behaviors. These studies generally include an excess of 40 high quality interviews with well-positioned industry participants and delivers unique competitive intelligence on the targeted space.	120–180 Days

### China Centric has broad industry project experience:



# Market Research Process

## **Task #1: Define Research Objectives:**

CCA works directly with client management to identify and target the exact competitive intelligence required to provide the right information input to the client's strategic decision. The deliverable is a detailed project specification. Sample topics of investigation include:

- Market size, growth history and expected future trends
- China customer preferences and buying behaviors
- Channels to market and regional market differences in China
- China regulations impacting the target products or service space
- Product and service features that may need to be refined for China
- Competitors – domestic, foreign, current, and/or emerging
- Key 3rd party market influences
- The role local content plays in target market success
- Other important competitive intel as defined for the specific project



## **Task #2: Field Data Collection:**

CCA executes the field data collection using a combination of internal CCA resources and external subcontracted China market research specialists and network subject matter experts depending on the needs of the individual project.



## **Task #3: Analysis and Reporting:**

CCA professionals apply our operating experience in China to provide effective insights, analysis and reporting based on field data collected and provide an overview analysis of the pros and cons of alternative execution strategies.