

research



research
strategy
communications





Research

With accelerated product/service cycle times and increased competitive pressure, the ability to acquire, translate and enact upon customer insight is crucial to a company's success. Shenkan & Associates LLC provides end-to-end marketing research services that enable clients to formulate actionable solutions based on knowledge gained through capture and analysis of customer data and market intelligence.

Drawing from a highly trained staff, extensive global resources and advanced analytical tools, we offer a wide range of capabilities for the execution of scalable quantitative and/or qualitative research fully customized to address individual project requirements. Our depth and flexibility allow us to select the optimum approach for achieving specific client goals and objectives effectively and efficiently.

Throughout the research process, we ensure clients receive robust, detailed information with:

- ◆ Direct senior staff involvement.
- ◆ Statistically accurate, projectable samples.
- ◆ Survey design with natural flow and logical question progression.
- ◆ High-filtering sampling and recruitment process.
- ◆ Experienced interviewers/facilitators specially trained in rapport building and probing techniques.
- ◆ Quality control checks via pre-testing, follow-up interviews and milestone reviews.
- ◆ In-depth multi-dimensional data analysis.

S&A utilizes the latest technologies and sophisticated analytics to convert research findings into a blueprint providing strategic direction and tactical steps that help clients fully capitalize on new opportunities and secure a distinct competitive edge.



Capabilities

We offer a broad range of expertise for conducting customized research that can stand alone or blended to provide a single snapshot or continuous measurement.



Acceptance/Adoption

Examine attitudes, intentions, behaviors, and key drivers/trends of specific user groups surrounding new and existing products/services.



Customer Satisfaction

Monitor the ability of a company and/or product/service to meet or exceed customer expectations against critical drivers of business success.



Awareness/Purchase Consideration

Gauge familiarity and perceptions of competitive brands and their products/services including specific associations and purchase rationale.



Forecasting & Sizing

Determine TAM/SAM market sizing across industries to identify where high potential opportunities reside and project statistical models.



Competitive Intelligence

Secure proprietary information and insight on competitors, products and/or customers.



Product R&D

Provide customer insight, expertise, and advanced tools for driving design and development of innovative, high-value, and differentiated offerings.



Concept Testing

Test new and/or modified products/services, functionality/capabilities, and positioning/messaging to facilitate effective decision-making and positive business outcomes.



Segmentation

Define geographic, demographic, behavioral, and psychographic dimensions for revealing unique differentiators and traits.



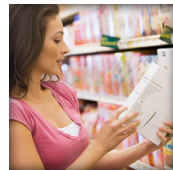
Industries & Markets

S&A has expertise in a diverse range of industries and markets. Our knowledge of specific business challenges and trends is derived from direct experience spanning the full value chain in each industry/market. From regulatory issues to channel practices, we recognize the unique nuances and idiosyncrasies to provide clients with stronger orientation for creating value and performance at an accelerated pace.



Consumer Electronics

Audio/Video, Home Automation, TV & Displays



Consumer Goods

Packaged Goods & Services



Education

K-12, Higher Ed, Special Ed



Financial

Banks, Brokerage Firms, Credit Unions, Insurance



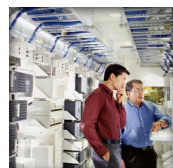
Government

Federal, State, Local



Healthcare

Clinics, Hospitals, Labs, Long-term Care Facilities



High Tech

Biometrics, Computing, IT/Managed Services, Software, Telematics



Hospitality

Casinos, Cruise Lines, Hotels, Motels, Resorts



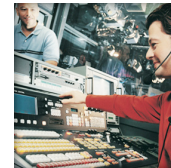
Industrial Manufacturing

MRO, OEM, Private Label



Life Sciences

Biotechnology, Medical Devices, Nutraceutical, Pharmaceutical



Media & Entertainment

Broadcast, Entertainment, Publishing, Printing



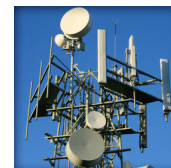
Public Safety

Department of Defense, Department of Justice, Law Enforcement, Fire & Emergency, Civil Municipalities



Retail

Mass Merchants, Restaurants/Bars, Convenience Stores



Telecommunications

Cable, Satellite, Wireless, Wireline



Transportation & Logistics

Passenger/Cargo Equipment, Infrastructure, Terminals



Utilities

Electric, Gas, Water

Shenkan & Associates LLC, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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For more information,
please email contactus@shenkan-associates.com
or visit www.shenkan-associates.com.

