

Commercial Research



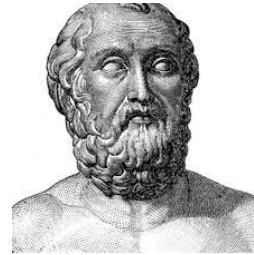
winmark

Introduction to
Commercial
Research

Commercial Research

The purpose of commercial research is to ensure evidence-based decision making within an understood context. Benefits include:

- Improved accuracy and effectiveness
- Enhanced problem-solving
- Increased efficiency and resource optimization
- Minimized risks
- Transparency and accountability
- Continuous improvement
- Better stakeholder engagement
- Long-term sustainability



“A good decision is based on knowledge not numbers”

Plato



“If our ideas are not evolving with verifiable evidence, they are not reliable ideas”

Carmine Savastano

Commercial Research

C-Suite Access

- Winmark's networks are embedded at the forefront of latest business best practice and strategic thinking. Our research engages with over 2,000 C-Suite network members from all sectors and geographies.

Knowledge

- We truly understand the urgent issues and challenges facing leaders - and help address them.
- Our program of meetings, events and masterclasses inform world class reports, guides, masterclasses and regular updates on the latest thinking.

Expertise

- Our skilled research team delivers strategic insights to board level for leading clients including Canon, Clyde & Co and GKN.
- The expert team is led by John Madden, Certified Member of the UK Market Research Society (CMRS) and Partner at RSM Research for over 20 years.

Research Types

- **Market & Client Research**
 - Market Reviews, Sector Opportunities & Trends
 - Client Satisfaction, Service Tracking & Feedback
- **Product & Service Development**
 - Concept & Ideas Testing
 - Product & Service Category Reports
- **Corporate Development**
 - M&A Tracking & Target Profiling
 - Competitor Insight Reports

Market & Client Research

Market Reviews, Sector Opportunities & Trends

Identify opportunities, segments and targets – particular expertise in the tech, finance and service industries.

Case Study: role of tech services in France, Germany, Sweden and the UK. Results drove a new and successful sales strategy.

Client Satisfaction, Service Tracking & Feedback

Assessing the competitive performance of people, products and services, giving actionable feedback with proven impact. Clients include Irwin Mitchell and Colliers.



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Product & Service Development

Concept & Ideas Testing

Tests new concepts and products, giving red / green light recommendations for launches.

Case Study: viability testing a new camera concept across Europe.

Product & Service Category Reports

Identify opportunities, estimate market size – recent reports include Photogrammetry, Biometrics, Dental Milling, Co-working and Production Print categories.



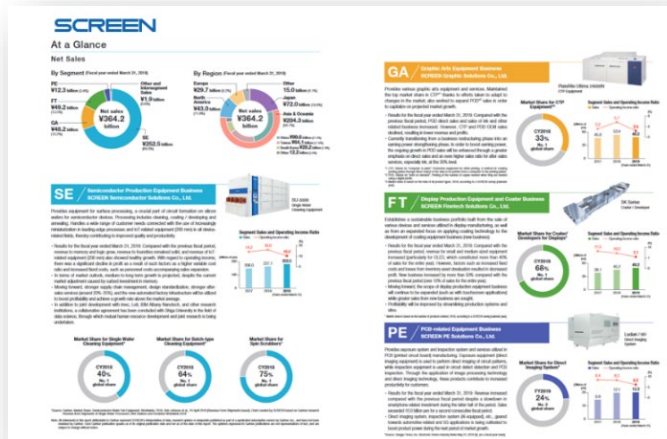
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Corporate Development

M&A Tracking & Target Profiling

Investigate potential takeover targets, identify businesses with strategic, financial and cultural fit.



Competitor Insight Reports

Actionable, strategic insight on competitors: understanding of strategy, financial health and management culture.



What Clients Say

“Few reports on trends in the legal industry are as thorough as the Winmark’s annual Looking glass report.”

THE TIMES

“Winmark consistently deliver on two critical criteria that we seek in a partner – clear ROI and on time.”

CANON EUROPE

“One word – excellent. Honestly the best I have read so far and believe me, I have read a fair number.”

BOSTON CONSULTING GROUP

"The last [Winmark report] is one of the best I have seen on Strategy - it simplifies what can be an overly complicated subject."

BDO GLOBAL

“Not only was the content itself excellent, but the fact that it came from Winmark instantly ensured it had credibility with the board.”

SMITH & WILLIAMSON

“Very good content, and a great report, so well done!”

PINSENT MASONS

“An excellent report drawing on their wide network of contacts.”

GC HUB

“This is an incredibly useful guide.”

TLT

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