Trust us with your next MARKET RESEARCH PROJECT



ODEM™
BUSINESS CONSULTING

Who We Are

ODEM Business Consulting provides market research solutions to small and medium sized companies or large corporations looking to make strategic and informed business decisions. All ideas are worth exploring, we will help you develop your ideas into viable products, or businesses. Market Research is a key component whether you are adapting a product to a new market, or you are a new market entrant offering a unique service. It provides detailed insights on your target market, so you can strategically plan your next move.

Market Research Service

We offer both primary and secondary market research services. Market research is critical to form the baseline information that marketing managers and business owners need to make informed business decisions and plan properly. Without obtaining and using recent market research information, companies run the risk of making flawed planning decisions that can negatively impact their businesses. Professional market research is highly beneficial due to the massive amounts of information thrown in the air everyday - from constantly changing trends to misinformation. In today's world where so much data is available, it becomes extremely difficult to separate, analyze and even find valuable data. Our trained experts take care of this for you. We help you understand not only your consumers, but the entire landscape including your competitors. Proper insights change the way you view the landscape, offer hard data to back your decisions, optimize your brand positioning and increase overall efficiency.

We have worked with clients in different industries and market segments. Most of the clients we work with need to develop new alternative markets, or need to penetrate existing markets much more deeply than they have done. Our process of market development includes:

- Feasibility studies for new markets/businesses
- Customer quantification and analysis
- Target market profiling
- Target market qualifying
- Reporting
- Planning

We also conduct unbiased evaluations of competitors' strengths and weaknesses by performing research to determine a variety of critical competitor information. With our packages, we offer an initial consultation to better understand your goals to ensure our services are aligned with what you aim to accomplish. Primary and secondary market research services can be done individually or combined.

Primary Market Research

With primary market research, we will go directly to the source on your behalf (this is typically customers or prospective customers within your target market). This will include:

- Surveys including questionnaires
- Focus groups and interviews (both virtual and face-to-face)
- Site visits for observational studies

Secondary Market Research Package

With secondary market research, we use already existing data in past research and findings, as well as compile and review existing verified information. Depending on the industry/field we research, we utilize sources such as government agencies, scholarly reviewed papers, news articles, white papers etc. We also utilize research tools to optimize accuracy and efficiency. Some of our tools include page insights, Google Trends, Qualtrics, SPSS, Tableau, Social Mention, NVivo etc.

Why Us?

Cost Efficient Partnership

Though we are consultants we are like your outside Marketing & Development department so you maintain control of production costs. Consultations without proposals are free so each time you sit with us; we will not be "hiking" our prices with "billable consulting hours".

Hands on Consulting

We encourage constant "after project" communication. You may communicate with any project-related employee or partner at any time. We focus on understanding your capabilities and limitations first and then we focus on satisfying the needs of your business or project.



Questions? Contact our research team now!

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