

MARKET RESEARCH

Würth Business Services provides the comprehensive market research services to help organisations devise strategies for growth and take necessary steps to strengthen their position in the respective industry. We are equipped with the expertise, a team of seasoned professionals, and advanced tools & technologies to deliver thorough market analysis. Using qualitative and quantitative research techniques, we deliver insights to assist organisations in making well-informed and data-driven decisions.

COMPANY ANALYSIS

Company analysis is a process of evaluating the profile, profitability, and products & services of a company. It also involves a thorough analysis of business segments, revenue, sales volume, and market potential.

HOW DO WE MAKE IT EASY?

- ◆ **Step 1:** Collecting the financial information about the company using Echobot tool and the annual reports of the company
- ◆ **Step 2:** Identifying the company's competitors using Bloomberg, D&B Database, Zoom Info, and other sources
- ◆ **Step 3:** Carrying out the SWOT analysis and determining the market overview
- ◆ **Step 4:** Reviewing and consolidating the reports of the company



BENEFITS:

- Make informed decisions with the help of the company analysis report that contains the useful and relevant real-time data
- Develop correct marketing mix strategies to tap potential markets
- Improve customer retention capabilities
- Identify potential threats and opportunities

Reach out to Franziska Romer, Head of Sales, Admin & External Communications, Würth Business Services, and understand more about offerings.  franziska.romer@wuerth-industrie.com