



**RESEARCH-FELLOWS**

Strategic Market Analysis & Research Services

**Strategic market and  
competitor analysis**



# Agenda



-  **About RESEARCH-FELLOWS**
-  **Business portfolio**
-  **Overview strategic market and competitor analysis**
-  **Methodology and project approach**
-  **Project examples**
-  **Reference customers**
-  **Contact details**

# RESEARCH-FELLOWS is a leading market analysis and ad hoc research provider

## About RESEARCH-FELLOWS



### Profile

- RESEARCH-FELLOWS is a specialized consultancy headquartered in Munich, Germany, focused on strategic market analyses and market studies as well as on ad hoc research services concerning market and competitor data.
- The company was founded in 2005 by Matthias Meyer who gained his research experience as a senior consultant at the research center of a leading European consulting company.
- Today a team of ten specialized and experienced research analysts and project managers guarantees the high quality of our individual consulting services.

### Project experience

- Due to its clear specialization on market analyses and research, RESEARCH-FELLOWS has unique competencies and experience in this market area.
- Our systematic analysis approach, proved in more than 250 projects, guarantees comprehensive research and high quality results.

### Customers & Quality

- RESEARCH-FELLOWS counts on long term partnership with ambitious customers and supports them as a qualitatively leading and reliable service provider.
- More than 70% of our business volume are generated through satisfied long term customers.

### Corporate responsibility

- RESEARCH-FELLOWS knows about the responsibility and corporate values and therefore acts professionally and ethically accurate during any research project at any time.
- We are also engaged in the 'House of Hope' project helping orphans worldwide to find a place in our society.

### Cooperations

- RESEARCH-FELLOWS closely cooperates with carefully selected partners in order to improve its service portfolio for its customers.
- Universities, leading market research companies and expert portals are part of this network.

# RESEARCH-FELLOWS is clearly focused on three core services

Our portfolio



## **Strategic market and competitor analysis**

RESEARCH-FELLOWS' strategic market and competitor analyses enable you to evaluate markets, competitors, trends, and success factors as well as opportunities and threats in your target market on a profound basis.

## **Ad hoc research services**

With its ad hoc services, RESEARCH-FELLOWS gives you professional answers on complex questions concerning specific markets and enterprises.

## **International research network**

The international research network operated by RESEARCH-FELLOWS offers consulting companies and market research companies a flexible access to research capacities worldwide.

## **Training**

Trainings of RESEARCH-FELLOWS impart expertise and knowledge in oriented trainings in the area of information search via the internet and strategic market and competitor analysis.

# Our analyses enable a deep and broad understanding of markets

## Overview strategic market and competitor analysis



### Objective

RESEARCH-FELLOWS' strategic market and competitor analyses enable you to evaluate markets, competitors, trends, success factors as well as opportunities and threats in your target market on a profound basis.

A strategic market analysis supports you for example with a market entry plan (market entry strategy), the expansion into new market segments (potential analysis), the business internationalization, acquisitions activities, or with a concept for a strategic redesign.

### Typical content

#### Market and development

- Market size and/or volumina of the target market and its latest developments
- Key market success drivers and external influence factors
- Forecasts of the future development

#### Market segments

- Regional sales allocation
- Segmentation of the target market
- Development of each segment
- Identification of attractive products, services, or regional niches

#### Competition

- Structure of competitive landscape
- Classification and ranking of relevant competitors by various criteria
- Analysis of strategies, strengths and weaknesses of incumbents
- Derivation of a possible attractive market positioning

#### Customers and requirements

- Market size and/or volumina of customer industries and its latest developments
- Identification of key accounts and their requirements
- Major market success drivers
- Major laws and regulations in the market

#### Trends, chances and risks

- Key trends and developments in the target market
- Evaluation of market attractiveness
- Derivation of a potential market entry strategy

# RESEARCH-FELLOWS has developed an approved systematic research and analysis procedure

## Methodology and proceeding



1

### Project design

- Based on a proven list of potential research topics, we already decide in the proposal stage together with the customer about main issues and topics of the market analysis
- This approach ensures already in the design stage of the project complete and significant results
- After approval of the proposal by the customer, our analysts immediately begin their research

2

### Desk research

- Through a detailed desk research, our analysts identify all published data and information relevant for your market and competitor analysis
- RESEARCH-FELLOWS desk research includes multilingual system-based internet research, database research, analysis of existing market studies, daily newspapers and professional journals, business and annual reports and other relevant publications of companies and institutions

3

### Interviews

- Our expert interviews with market participants, customers and partners, associations, public and private institutions, universities, and other experts, enable a deep and profound understanding of markets and customers

4

### Delivery of results

- Results are edited according to customer needs (e.g. text report with graphs, presentation slides, etc.)
- We also offer you an in-house presentation and discussion right within your office

5

Continuous reconciliation with the customer, like telephone conferences or intermediate presentations, guarantee valuable and highly relevant results for the customer

# RESEARCH-FELLOWS has successfully conducted numerous market analysis projects in many business segments

References (1/3)



## Automotive

- Market analysis hybrid buses: investigation of potentials and future trends in worldwide demand for hybrid buses for an automotive supplier company
- Market analysis truck platforms: analysis of potentials and competitive landscape in the European truck platform business for an automotive assembly supplier
- Market analysis forklifts: investigation of the European forklift market for an international forklift assembly supplier
- Market analysis coaches and city buses: analysis of market status, competitive dynamics and technical developments in the European coach and city bus segment for a strategic investor
- Market potential analysis Eastern Europe: analysis of market potentials and possible distribution channels for an automotive supplier company

## Banking & Finance

- Market analysis sales financing: description of status quo, future perspectives, competitive situation, and market trends of retail credits and sales financing options for a European bank group
- Market potential analysis life insurance: analysis of market situation, customer expectations and competitive environment in Germany for a supplier in the secondary market for life insurances
- Company analysis credit card processing: investigation of active companies in the German and European credit card processing business and identification of leading key players for a consulting company
- Market potential analysis Eastern Europe: definition of market potentials and competitive environment in selected Eastern European countries for a European bank group

## Electronics

- Potential analysis wireless: investigation of market potentials and future trends in the sector of specific wireless transmission technologies for a European electronic equipment supplier
- Market study semiconductors: analysis of the international semiconductors market and identification of the leading market players for an investment company focused on semiconductor businesses
- Market study optical control elements: investigation of market potentials and customer clusters of optoelectronic control devices for a medium-sized technology enterprise
- Market potential analysis building automation: analysis of market potentials in the building automation business for an electronic equipment supplier

# RESEARCH-FELLOWS has successfully conducted numerous market analysis projects in many kinds of business segments

References (2/3)



## Retail

- Market analysis opticians in Europe: investigation of the European opticians market for a European optician chain, including competitive situation, legal requirements in selected markets, and general developments to be aware of when expanding to foreign markets
- Market analysis furniture market in Europe: investigation of the status quo and future potentials of the European furniture market for an established German furniture dealer
- Market analysis retail Eastern Europe: Analysis of market potentials and competitive situation in Eastern Europe within the expansion strategy of a German retail company
- Market analysis clothing retail in Europe: evaluation of the market situation in selected European countries concerning clothing retail for an investment company
- Market analysis beverage in Europe: investigation of the market situation concerning beverage retail in selected European countries for an investment company

## Energy & Renewables

- Market and competition analysis wave and tidal power systems: analysis of market potentials, technologies, opportunities and risks, as well as market entry options for the worldwide wave and tidal power systems market within the expansion strategy of a technology company towards new sales possibilities
- Market analysis wind energy plants: investigation of market potentials, competitive environment, legal requirements and trends in the European wind energy plants market for a renewable energy focused investment company
- Market analysis block heat and power plants: evaluation of market situation, key manufacturers and legal requirements in the European block heat and power plants market for an investor
- Market potential analysis process services: analysis of potentials in the German process service market for an energy supply company

## Healthcare

- Market analysis clinics Europe: analysis of the hospital sector in selected European countries including legal requirements and potential investment objectives for a strategic investor
- Market analysis electronic components: identification of potentials and major technical trends in the healthcare segment and deviation of potential customer clusters for an electronic components manufacturer
- Market analysis medical devices: analysis of the competitive situation and the market potential of an innovation by a European image-guided diagnostic devices manufacturer

# RESEARCH-FELLOWS has successfully conducted numerous market analysis projects in many kinds of business segments

References (3/3)

## Media & Entertainment

- Market analysis teaching and learning aids: investigation of the market (print and online), positioning of leading providers and future trends for a leading manufacturer of teaching and learning aids
- Company analysis cable TV: analysis of the major European cable TV providers and their strategic position for a leading consulting company
- Market analysis TV productions: analysis of the market situation and the competitive environment in the European market for TV productions for a leading consulting company
- Market analysis datebooks: analysis of the European datebook market including the identification of future trends for a European publishing house

## Machinery

- Market potential analysis polymer processing machines: investigation of competition and strategic positionings in the German market for a leading manufacturer of polymer processing machines
- Market analysis handling systems and robotics: investigation of market situation and possible strategic options in the field of handling systems and robotics for a machines manufacturer
- Market study power tools: analysis of the German market for a leading manufacturer of power tools
- Market analysis air tools: identification of market situation, competitive environment and customer needs in Germany for a European provider of professional air tools
- Market analysis pneumatic components: evaluation of market entry options in Europe for an international pneumatic components manufacturer

## TELCO & IT

- R&D benchmarking telecommunications: processing of a cross-national R&D benchmarking for an international communications company
- Market potential analysis DSL Europe: investigation of market potentials and regional competitive environments for a DSL service provider
- Market analysis business intelligence solutions: analysis of market status, prognoses and competitive environment in the field of business intelligence solutions for a software focused investment company
- Market analysis knowledge management software: analysis of competitive environment and strategic potentials for a developer of knowledge management solutions

# Our customers are satisfied and recur for follow-up projects

Reference customers – examples



AlixPartners  
*Achieve.*

drozak consulting

L.E.K. CONSULTING

GEA

SKF

HUBER+SUHNER

e.on | Avacon

Kienbaum<sup>K</sup>  
Executive Search  
Human Resource & Management Consulting

BASF  
The Chemical Company

BOMBARDIER

PROMERIT  
The Talent Management Company

SIEMENS  
medical

Hanseatic Bank

# Feel free to contact us at any time if you have questions on RESEARCH-FELLOWS

Contact details



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