



RESEARCH-FELLOWS

Strategic Market Analysis & Research Services

Ad Hoc Research Services



Agenda



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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.

RESEARCH-FELLOWS supports you with professional ad hoc services answering specific questions concerning markets and companies

Overview ad hoc research services



Objective

Ad hoc research services envelops the professional answering to specific questions concerning markets and companies.

Ad hoc research services include for example company profiles, identification of long and short lists and company rankings, analysis of company and market classification figures, provision of individual market data and benchmarkings.

Typical Content

Rankings

- Provision of long and short lists by defined criteria
- Project example: identification of the leading incumbents in a market (e.g. Top 10 ranking)

Company profiles

- Preparation of company profiles including key figures, products, technologies, organization structures, management, production sites, sales offices, cooperations, strategies, latest press releases, strengths and weaknesses, etc.

Benchmarking / competitor analysis

- Benchmarkings concerning classification figures, products and services, organization structures, etc.

Potential analysis

- Identification of market size and development in defined target markets (e.g. Sales volume, goods sold, market growth rates)

Macroeconomic analyses

- Analysis of economic key data and macroeconomic trends

RESEARCH-FELLOWS has developed an approved systematic ad hoc research approach

Methodology and proceeding



1

Briefing

- During a short briefing via email, telephone or face-to-face, the customer describes requirements, specials and his preferred timeframe of his project
- RESEARCH-FELLOWS' project managers immediately check up the availability of data, verify the viability of the timeframe and submit a proposal at a fixed price
- Upon coordination and clearing by the customer, our researchers and analysts start their research right away

2

Desk research

- To reach a comprehensive desk research our analysts identify all published data and information concerning market and companies
- Our desk research includes inter alia multilingual internet research, database research, analysis of market studies, newspapers and professional journals, annual reports and balance sheets as well as other publications of companies and institutions
- Additional expert interviews with market participants, customers, associations, institutes and universities guarantee a deep and detailed understanding of the market and its competitive environment

3

Delivery of results

- All results will be documented systematically and summarized in a research report
- The report will be delivered at short term, edited and formatted for your specific needs (PowerPoint, Excel, etc.)

We have successfully conducted numerous ad hoc research projects within five content dimensions

References (1/2)



Rankings

- Ranking social online networks: preparation of a longlist (company name, URL, target group, number of members and short description) of social online networks in German speaking countries for a recruitment agency
- Ranking machinery and plant engineering companies: preparation of a company list with machinery and plant engineering firms in North Rhine-Westphalia, Germany, for a recruitment agency

Company profiles

- 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
- Company profiles power systems: compilation of detailed company profiles of selected engine producing firms in Germany, Europe and North America for an investor
- Company profiles membranes: compilation of detailed company profiles of the most important technical membrane manufacturers worldwide for a consultancy

Benchmarking / competitor analysis

- Benchmark mobile hydraulics: benchmarking of the leading mobile hydraulics companies concerning product portfolio, organization structure and key figures (sales, employees, R&D expenditures) for a leading strategic investor
- Competition analysis cable TV Europe: identification of the leading European cable TV providers and their strategic position for a leading consulting company
- R&D benchmarking telecommunications: processing of a cross-national R&D benchmarking for an international communications company
- Benchmarking service strategies: benchmarking of the service strategies and concepts of selected companies from different industry sectors for a European machinery engineering enterprise
- Competitor analysis online weather services: identification and examination of online weather service websites in eight European countries for a consulting company

We have successfully conducted numerous ad hoc research projects within five content dimensions

References (2/2)



Potential analysis

- Potential analysis transportation: identification of the transportation market potentials in seven European countries for an electronic equipment supplier
- Potential analysis machine building: analysis of the worldwide ship and offshore market potentials for a machine building company
- Potential analysis refineries: investigation of the refineries' customers market potential in Germany for an engineering service provider

Macro-economic analyses

- Market analysis automotive industry: analysis of the impacts of the US-Dollar impairment on the worldwide and the Asian automotive industry for a leading strategic investment company
- Market analysis globalization: identification of the macroeconomic indicators of globalization and investigation of relevant consequences on our customer's business, an international industry group
- Analysis worldwide labor market: analysis of comprehensive data about labor markets in over twenty international countries for a consulting company

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^K
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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