



DJS RESEARCH: MARKET RESEARCH SERVICES

DJS Research aims to operate in a flexible way. For your market research, you might require a full service approach i.e. including the initial proposal through to fieldwork and the delivery of the results. Or you may need resource for a particular aspect of the market research project. Whichever, the consultancy will be happy to fit in with your individual requirements.

Outlined below are the main market research services that we offer - all of which are carried out according to the strict rules and standards of the Market Research Society.

Research Design

Helping and advising on a suitable market research package that fits your individual requirements. We will work with you to identify and put in place a programme of market research that will provide the answers to your business needs. Whatever your market research budget, we will be able to advise on a suitable way forward that will produce actionable and meaningful results. Initial market research advice and help is free of charge – and we would be more than happy to submit a detailed market research proposal for your perusal.

Project Management

For your market research we will take care of the design of the project e.g. questionnaire design, topic guide design etc, the management and implementation of the project - making sure that your market research project runs smoothly, to plan and also adheres to the standards of the Market Research Society. In addition, as well as carrying out the fieldwork, we will manage the detailed analysis and interpretation of the market research findings.

Desk Research

At DJS Research we believe that desk research is an important part of the market research process and is something that is neglected by many market research agencies. Often agencies will focus purely on primary data (i.e. original/first hand market research) which does run the risk of limiting the effectiveness of the market research. At DJS Research, we feel that before undertaking any market research project, we should at least ask the question – what existing research is already out there? You'd be surprised how much information and market research data is already available, it's just a matter of finding it! Desk research or secondary research is therefore something that we can help you with.

Market Research Depth Interviews

We have many years experience of conducting in-depth market research face to face or telephone interviews with consumers or businesses. The in-depth interview is a one-to-one qualitative market research technique. It is used in both business to business and consumer market places to help understand opinions and perceptions. The interview is un-structured, open in nature and allows the market researcher (or executive interviewer) to explore issues in detail. The depth interview is often an initial part of the research process that allows the

researcher to understand issues in depth before moving onto quantification. DJS Research is able to carry out the recruitment and conducting of depth interviews.

Market Research Group Discussions or Focus Groups

The market research group discussion or focus group is another qualitative market research technique carried out with consumers or businesses. Again, they are open ended in nature and help market research clients understand opinions, perceptions, generate ideas or gauge reactions to concepts. Groups normally include between 5 and 8 respondents and a research moderator who carefully leads the discussion. If you are looking to conduct either mini or full group discussions with consumers or businesses, DJS Research will be able to help with the recruitment, conducting the actual groups, analysis and offering meaningful and actionable market research results.

Market Research Questionnaire and Topic Guide Design

To carry out many market research projects a questionnaire (for quantitative market research) or topic/discussion guide (for qualitative market research) is required. Designing these research tools is a key market research skill - far too often people assume that producing a questionnaire is simple and straightforward, but it is not. Careful attention should be paid to things such as the language used, communicating the meaning of questions precisely, keeping question specific i.e. not asking two questions in one and not being ambiguous. DJS Research will ensure that a suitable research tool is used to meet your market research objectives.

Telephone and Face to Face Market Research Interviews

Through our strategic partnership with Feedback Market Research we are able to offer a team of market research telephone interviewers, with CATI (Computer Aided Telephone Interviewing) facilities. We also have access to a national network of trained interviewers who are able to handle all types of face-to-face interviews, including: street interviews, in-home interviews, door to door and hall testing.

Internet Market Research

With more and more people using the World-Wide-Web every day, internet market research is increasingly becoming a more popular methodology for projects. The method is cost effective and relatively easily allows access to large sample sizes. If you wish and if appropriate, DJS Research will be happy to help out with an internet market research survey. We have access to a unique service called "OnQuest" that provides on-going or ad-hoc data for all kinds of market research and marketing initiatives.

Market Research Analysis

Once we've conducted your market research fieldwork, the data will need to be analysed. There are various methods that can be adopted to do this depending on whether your market research project is qualitative, quantitative or both. For quantitative market research we are able to utilise various statistical packages that enable us to produce detailed market research data tabulations – these allow in-depth integration of the market research data. For qualitative market research, summary transcripts of *all* interviews or group discussions are produced - analysis is then conducted using these market research summaries.

Reporting Market Research Findings

After the market research analysis comes the reporting. At DJS Research we produce clear, succinct, action-oriented market research reports and presentations – ones that are not left on the shelf! You might want us to produce a market research report in Microsoft word format or a Powerpoint presentation – whichever, we will fit in with your needs.

Contacting DJS Research

If you would like further information about any of the above market research services please get in touch with DJS Research by phoning us on **+44 (0)1625 573573** We look forward to hearing about your market research requirements.



Members of the Market Research Society