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Market Research report (template)
Proposed new degree: XXX

Introduction setting out reason for the report and relevant sources of data.

The most obvious reason for a report is to gather and interpret data in order to inform a decision

The most obvious reason for a report is to gather and interpret data in order to inform a decision as to whether or not to offer a proposed new UG orFG* degree, although it might also be undertaken to provide data to inform a decision as to whether to discontinue an existing degree.

*It is difficult to analyse market and demand for postgraduate level degrees due to the limited external sources of information that are readily available regarding national applications and admissions. It is often the case that academic departments have the best information on demand and competition in their field as they have access to subject-specific market information. For PG reports it is therefore particularly important that we work in partnership with departments in order to pool resources to try to assess the market potential of degrees.

Market and trends
 Size
 Demand and applications trends

Size
 Demand and applications trends
 Entry requirements
 Key international target markets

Key international target markets
 Fees (if applicable)
 Fee analysis for similar programmes
 Issues of fee sensivity

Issues of fee sensitivity
 Opportunities for differential pricing / discounts / bursaries

Compatitor analysis

Competitor analysis
 Market share
 Conversion rates from applications to accepts

Modes of delivery
 International issues: brand / pricing / product / competitor institutions

Feeder pipelines / applicant profile
 Age / qualifications / feeder institutions
 International issues: institutional links / specific requirements for key international markets / EFL requirements

Employability
 Potential career outcomes which may attract students, with examples / case studies
 Possible links with Alumni networks
 Other marketing observations

Marketing advantages and opportunities
 Potential difficulties
 Marketing tools
 Other possible provision

Conclusions / recommendations / action points

Once new degrees are approved in outline, the Marketing and International Offices are happy to meet with the relevant department in order to discuss how to promote the new course as effectively as possible both within existing mechanisms and by identifying specific tools or approaches.

MANAGEMENT DECISIONS, INC.

Needed & Preferred Clinic Services

On average, most respondents report that their work rehab clients need flexibility, strength and conditioning services (81%) and acute, physical and occupational therapy (69%). Most usually require functional capacity evaluations (57%) and work hardening-conditioning programs (54%). Half need hand therapy, two-fifths require injury prevention and education programs, and one-quarter demand job site evaluations. Vocational and psychological services are not typically-needed services (only 16% say they are usually needed).

The following chart compares the relative similarity of services required by most groups' cases:

	Rehab	Insurance	Visionary	Linc. Co.
	Nurses	Nurses/Reps Ind. Park Mgr		s. Firm Mgrs.
	(N= 43)	(N=10)	(N=39)	(N=33)
Services Usually Needed:	71			
-Acute, physical & occupational therapy	88%	80%	69%	39%
-Flexibility, strength & conditioning services 5		90%	80%	67%
-Injury prevention & education programs	40%	20%	44%	49%
-Hand therapy	54%	50%	51%	46%
-Functional capacity evaluations	70%	50%	51%	49%
-Work hardening & conditioning programs	70%	70%	51%	33%
-Vocational rehabilitation	16%	10%	23%	9%
-Job site evaluations	33%	30%	18%	21%
-Psychological services	19%	40%	10%	12%

Overwhelmingly, those with the greatest experience with such cases (rehab nurses and insurance nurses and reps) are more likely than industry-type workers to report that acute, physical & occupational therapy; flexibility, strength & conditioning; and work hardening and conditioning services are typically needed. Table 4 in Appendix A provide a list of services required for client rehab cases.

Awareness and Evaluation of Innovative Rehabilitation Services

Innovative Rehabilitation Services was established in 1992 by Chambers Memorial Hospital to promote quick and complete recovery from work and sports injuries. A team of health professionals deliver individualized quality care. Services include acute physical and occupational therapy; flexibility, strength and conditioning; work hardening; hand therapy, massage therapy, functional capacity evaluations; job site evaluations; biochemical video analyses, prevention and education; and psychological services.

With four locations in the west-central part of the 4-county Brookdale Metro Area, Innovative Rehabilitation seeks to become an important contributor for Chambers Memorial. It has been fully-

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IV. MARKET OPPORTUNITY ANALYSIS
An important building block
                              The result of the Needs Assessment was an analysis of your potential
                              market: The concerns of each market sector and the information needed by
                              each assigner or potential austomer. The information Audit helped you ar-
                              alyze what products the library is capable of offering and how effective it
                                 Your next step will be to synthesize what you've learned about your or-
                              gardization, what your current and potential customers want, and what the li-
                              brary is best able to deliver. The Market Opportunity Analysis will help you
                              determine the information services you should be offering, based on the
                              needs of the organization and the fibrary's capabilities. The Market Op-
                              portunity Analysis will let you:
                                      . Determine what new products need to be developed.
                                      . Determine how existing products can be modified to better
                                        serve a market need.
                                      . Evaluate which existing products should be eliminated.
                                      . Determine how your library's structure might be repriented to
                                        batter serve your community.
Identify and analyze the opportunities which exist.
                              Understanding the motivation of each client that is, why the client needs
                              the information-will help you determine how to effectively market your pro-
                              1.0 in marketing the product itself, you will be promoting its benefits.
                              A benefit is something that helps the customer solve him problem. Those
                              benefits, your selling points, will differ from austomer to customer.
                              2.0 The key questions to answer are:
                                  . What needs are not being satisfied with the library's current pro-
                                  . Its the library targeting all potential customers of its existing pro-
                                  . How effectively is the library targeting those users that have a partic-
                                    ular appreciation for the value of information?
                              1.0 During the Needs Assessment, you may have uncovered problems
                              in a group's use and management of information.
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market, as they were a new participant in the review of complaints. Based on the complete market assessment provided by MarketLauncher, the client is looking for an acquisition in a specific area. Geographic expansion, MarketLauncher conducted a comprehensive assessment of the public and private sector to provide the client with key indicators related to market growth. The decision not to enter this market saved the company millions of dollars. We analyzed how the review of claims review market was, what gave the A great opportunity to penetrate if it moved quickly. It turned out that this became a competitive advantage, since most of the colleagues of public services acquired HVAC did not have good results. As as When the utility company approached this company, they were not interested. Through extensive research, Marketlauncher constructed a complete list of destination agencies and contacts within each office. Identifying new growth markets Marketlauncher worked with a provider of sales performance improvement solutions, services and coaches to Fortune 1000 companies have already been acquired by competitive utilities, and one had been acquired by another computitive utilities, and one had been acquired by another community leader, so they probably wouldn't appreciate a takeover offer. Marketlauncher conducted a survey with a list of potential customer destinations and provided the customer with a road map for "business search in the market", including viable destination prospects, details about the decision-making process and the competitors that are most frequently used. The store will not function properly if cookies are disabled. Researched by consultants from Top-Tier management companies Copyright © 2022 SlidaTeam. A market assessment report was produced to provide details of the pilot effort to help determine what types of scenarios were best linked to potential interests in the client's new product offering. We identified best practices in reviewing claims for the company's culture was too slow and conservative to develop an internal initiative. This was an example of a company that considered this market opportunity at the end of the game. The service company I had waited too long to gain entry into the HVAC commercial industry. We contacted key players, industry experts and government officials, and concluded that the market for this product was saturated, not lucrative, and the customer would lose money if they entered it. enter. They were a bloody cultural, and the utilities were poor managers of this new space. Interviews were conducted to gather market intelligence. An 18-month follow-up confirmed that the industry's most established players had only made small inroads. Expanding the Federal Government Market A civil engineering firm was looking to proactively grow its federal contract opportunities. It achieved high durability in difficult climates such as Minnesota and Wisconsin. The company was a less dominant player in residential HVAC. Industry experts indicated that the brand of the utility was not compatible with the internal development of a HVAC business initiative. The product of the purchase was not the desirable white powder that cement provides a secondary investigation ³ a Chicago-based civil engineering firm to assess market potential in relation ³ the pending acquisition of another company based in Phoenix and with offices in two other ancillary markets. In this example of market opportunity analysis, a public services company contracted us to research the cement industry in the United States. U.S. To determine whether your by-product may be marketed as an ingredient in the cement process. The program executed by the Marketlauncher team produced a market 3 to answer key strategic questions about short-term and longer-term potential business opportunities in key growth industries. We came to the conclusion that our client was relatively unknown in the claims review 3. A geoCnica engineer firm needed a program to start the sales effort in a saté lite office The commercial HVAC would require a higher level of response in emergency situations, and the systems were more complex to install and serve. They had been in the city of signing 10-year contracts with the main cement producers who would have cost millions of dollars in If they cancel them before the contract was up. Example of market opportunity analysis. Example # 2 This public service company was looking for new revenue sources and wanted to buy a commercial heating of ventilation and air conditioning (HVAC) 3. We thoroughly investigated 12 claims for review 3 competitors, wrote 12 profiles of competitors and analyzed them. From this initial program, the geotacnic firm asked Marketlauncher to carry out similar campaigns in five additional markets and how 3 the firm can accumulate and capture new businesses. Accelerate to new markets Marketlauncher helped a global engineer software and consultant supplier to the industry industry's public utilities industry, start its launch of a new product offering and quaranteed appointments for the sales team. We consider the problems of cross-training and the cost of bringing a commercial initiative to market, and concluded that the acquisition 3 not be the best. Marketlauncher was hired to identify: Agencies that hired the civil engineers; 3 the procurement process is 3; key decision makers within each branch/division/location agency; and the 3 opportunities. A comparative market or to invest those funds in another market already considered for future expansion³ All rights reserved. In addition, Marketlauncher collects target market data to help the customer forecast future sales potential. potential.

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