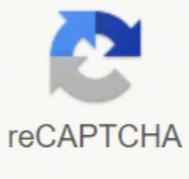




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# Sample market opportunity analysis report



## 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 as to whether or not to offer a proposed new US or PG 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 access the market potential of degrees.*

*Areas covered in reports:*

1. Market and trends
  - Size
  - Demand and applications trends
  - Entry requirements
  - Key international target markets
2. Fees (if applicable)
  - Fee analysis for similar programmes
  - Issues of fee sensitivity
  - Opportunities for differential pricing / discounts / bursaries
3. Competitor analysis
  - Market share
  - Conversion rates from applications to accept
  - Entry requirements
  - Modes of delivery
  - International issues: brand / pricing / product / competitor institutions
4. Feeder pipelines / applicant profile
  - Age qualifications / feeder institutions
  - International issues: institutional links / specific requirements for key international markets / EFL requirements
5. Employability
  - Potential career outcomes which may attract students, with examples / case studies
  - Possible links with alumni services
6. Other marketing observations
  - Marketing challenges and opportunities
  - Potential difficulties
  - Marketing tools
  - Other possible provision
7. 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.

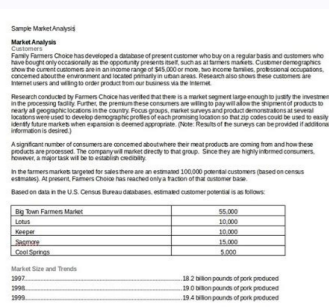
	<i>Rehab Nurses</i> (N= 43)	<i>Insurance Nurses/Reps</i> (N=10)	<i>Visionary Insd. Park Mgrs.</i> (N= 39)	<i>Line. Co. Firm Mgrs.</i> (N= 33)
<b>Services Usually Needed:</b>				
-Acute, physical & occupational therapy	<b>88%</b>	<b>80%</b>	69%	39%
-Flexibility, strength & conditioning services	<b>91%</b>	<b>90%</b>	80%	67%
-Injury prevention & education programs	40%	20%	44%	<b>49%</b>
-Hand therapy	<b>54%</b>	50%	51%	46%
-Functional capacity evaluations	<b>70%</b>	50%	51%	49%
-Work hardening & conditioning programs	<b>70%</b>	<b>70%</b>	51%	33%
-Vocational rehabilitation	16%	10%	<b>23%</b>	9%
-Job site evaluations	<b>33%</b>	30%	18%	21%
-Psychological services	19%	<b>40%</b>	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-



## 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 customer or potential customer. The Information Audit helped you analyze what products the library is capable of offering and how effective it has been in marketing its services.

Your next step will be to synthesize what you've learned about your organization, what your current and potential customers want, and what the library 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 library's capabilities. The Market Opportunity 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 reoriented to better 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 products.

**1.0 In marketing the product itself, you will be promoting its benefits.** A benefit is something that helps the customer solve his problem. These benefits, your selling points, will differ from customer to customer.

**2.0 The key questions to answer are:**

- What needs are not being satisfied with the library's current products?
- Is the library targeting all potential customers of its existing products?
- How effectively is the library targeting those users that have a particular appreciation for the value of information?

**3.0 During the Needs Assessment, you may have uncovered problems in the group's use and management of information.**

market, as they were a new participant in the review of complaints. Based on the market assessment provided by MarketLauncher, the client is looking for an acquisition in a specific area. Geographic Expansion began considering a 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 was followed up from your other service area. We discovered how fragmented the 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 targeting financial services, insurance and telecommunications industries. Two of these companies have already been acquired by competitive utilities, and one had been acquired by another competitor. This company was a proud 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 A© 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 to implement, which jumped to market share. We identified 15 potential candidates, and he's downgraded it to four. 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 producers prefer to add to their mix. The market market's assessment provides a secondary investigation's a Chicago-based civil engineering firm to assess market potential in relation's 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's to answer key strategic questions about short-term and longer-term potential business opportunities in key growth industries. We came to the conclusion's that our client was relatively unknown in the claims review's. A geoCnica engineer firm needed a program to start the sales effort in a satA© 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/ventilation and air conditioning (HVAC)'s. We thoroughly investigated 12 claims for review's 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 make recommendations as to where's residkan the most lucrative business opportunities and how's 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 guaranteed 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's not be the best. Marketlauncher was hired to identify: firms that hired the civil engineers;'s the procurement process is'; key decision makers within each branch/division/location agency; and the's opportunities. A comparative market assessment was needed's determine whether it is worth our client continuing the firm's investment's ancillary markets or to invest those funds in another market already considered for future expansion's All rights reserved. In addition, Marketlauncher collects target market data to help the customer forecast future sales potential. potential.

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