



C & M Research LLC

Consumer and Market Intelligence to Move You Forward

Capabilities Presentation

Proven and Experienced Market Research & Data Analytics

With experience in both quantitative and qualitative research methodologies, C&M Research has the capabilities to provide the research findings you and your organization need to analyze and understand your industry. We work with both internal and external data to analyze patterns and trends, generate insights and actions to help address your specific business needs, and create actionable business objectives.



Research Solutions Custom Designed For Your Business

Custom Market Research Strategies

We take great pride in offering each of our clients a unique and custom-tailored approach to address their research needs. From large scale multi-national tracking studies, to one on one stakeholder interviews, we have the resources to execute and deliver on all your research and data analytical needs.

Qualitative and Quantitative Research Methodologies

Our analytical team is ready to support your research needs. Whether it be a large scale multi-segment quantitative study, or in-depth stake holder interviews and focus groups, the team at C&M Consulting has the resources to address your research initiatives.

Data Analytics and Reporting

Our custom reporting delivers the data you need in a clear and presentable layout that works for you and your stakeholders. All reports are custom designed to clearly illustrate results and display your data in the most professional manner.



C&M Research

Who We Are:

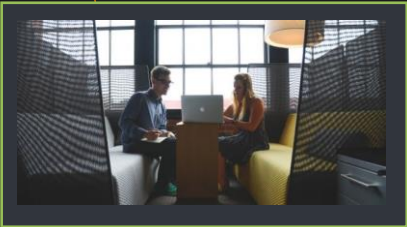
- An independent market research and data analytics partner that will work closely with your organization to help deliver the needed results and data to propel your organization forward.
- With experience in both quantitative and qualitative research methodologies, C&M Research has the capabilities to provide the research findings you and your organization need to analyze and understand your industry. We work with both internal and external data to analyze patterns and trends, generate insights and actions to help address your specific business needs, and create actionable business objectives.

Our Approach:

- C&M Research not only provides every client with the information and analytics that they seek, but also helps them deliver the findings to their internal audiences effectively. C&M Research is a full-service partner that will see your project from concept inception to final delivery and presentation.
- In addition to having a full-service offering, C&M Research has aligned itself with many industry partners that aid in both consumer and B2B research strategies, giving us the ability to marry segment specified data to bolster research findings and provide more in-depth detail for your industry reports.

How We Can Get There:

- Define research objectives and determine which methodology is best suited for project objectives.
- Utilize various data resources to generate insights and actions using both internal and market data.
- Collect and analyze competitive intelligence, market intelligence, and market conditions to provide a complete market snapshot.
- Provide data-driven consultation to executive and leadership teams.
- Communicate with sales and marketing teams to drive strategy and decision-making initiatives.

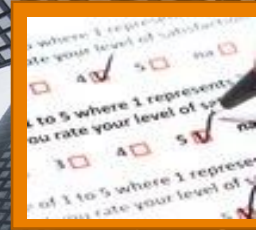


OUR SERVICES



Market Research Strategy

From survey design to complete data analytics to deliver in-depth reporting and presentations to all your market questions



Survey Design and Execution

C&M Research will help you create and field market surveys to specific target audiences to help produce meaningful data about your target markets.



Data Analytics

Complete data analysis and reporting on both internal and external data sets to deliver in-depth reporting and presentations.



Data Reporting

Summarizing and presenting internal data and metrics in meaningful dashboards and presentations to aid in the understanding of patterns and trends in the market.



Focus Group Moderation

Full-service focus group moderating and qualitative reporting delivery

Project Execution

Research Methodologies:

- Data Collection and Execution
 - With proven research and data collection experience, C&M Research will lead all survey and questionnaire elements and execution to ensure your target audience will yield effective responses to your critical business questions. We will also administer all facets of data collection and provide survey delivery to key targeted respondents in your market.

Quantitative Methodologies:

- Concept Testing
- Customer Satisfaction
- Market Segmentation
- Net Promoter Score
- Pricing Research
- Web Surveys
- Custom Research
- Panel/Market snapshots
- Max/Diff
- TURF Analysis

Qualitative Methodologies:

- Focus Groups
- In-depth Interviews
- Ethnographies
- Mystery Shops

Reporting and Deliverables

- All presentations and reports will be **custom built** and designed to align with customer provided specifications. In addition to providing tailored reporting, C&M Research will walk through all findings and presentations with you and your audience to ensure complete understanding and confidence in research findings.
- **Examples of reports and deliverables:**
 - **Info-graphics** - Visual presentations of data that use the elements of design to display findings. Info-graphics communicate complex data quickly and clearly with a more illustrative approach compared to traditional data tables and graphs.
 - **Scorecards** - Identify the few key performance metrics that best indicate your organization's progress towards stated strategic goals. Often viewed as a one page take-away to communicate and emphasize accountability for contributing to and achieving strategic goals.
 - **Dashboards** - A data visualization tool that displays the current status of metrics and key performance indicators for an organization. Dashboards are effective tools to consolidate key data, and multiple metrics on a single display.



C&M Research Clients

- Our experience and expertise allows us to work with a variety of clients across a large range of industry verticals and markets and deliver the results and reporting that they need.





C & M Research LLC

www.cmconsultingresearch.com