

The Business Research Company

Research Services



# Who We Are

The Business  
Research Company

The Business Research Company excels in company, market and consumer research. It has offices in the UK, the US and India and a network of trained researchers in 15 countries globally.

Our Directors are former senior managers of Morgan Stanley, Datamonitor and GlobalData and each has more than 20 years of business research experience. They have delivered hundreds of research projects and reports to the senior management of some of the world's largest organizations.



TBRC's Consultants include MBAs, MSCs, CFAs and CAs. They are qualified by the [Market Research Society](#) in research practices, techniques and ethics. Consultants also receive training from [The Institute of Competitive Intelligence](#).

# What We Do - Business Research

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The Business Research Company provides services for corporates, government agencies and leading market research companies and consultancies. These services include:

- Senior executive interviews
- Desk research
- Market models and forecasts
- Company information
- Market surveys
- Custom research
- Research reports



# Senior Executive Interviews

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The Business Research Company conducts hundreds of interviews with senior business figures. Interviews can be provided as a stand alone or as part of a wider project. Our capabilities in this area include:

- An in-house database of 10,000+ c-level and Director contacts, across many industries and geographies.
- Researchers skilled in identifying and engaging senior business figures globally.
- Expert interviewers who understand the market.
- Interviewers experienced in using elicitation interview techniques.
- Researchers with Market Research Association qualifications in research practice and ethics.
- Detailed summaries, transcripts or recordings.



We create quantitative models to help clients estimate the size and growth of markets.

## Market Sizing

Our market sizing estimates are built 'bottom up' .

- Typical starting points are known data sets such as population, projects, sales.
- Assumptions are then built up, including take-up, price, frequency, brand choice etc, based on primary and secondary data.
- Numbers are triangulated with existing market estimates.
- 'Delphic' techniques are used to check numbers and assumptions with industry experts.
- Data is sourced and assumptions explained.

## Market Forecasts

Market forecasts are based on balancing the key factors.

- Existing hard data is used where available (e.g. planned projects).
- Market factors are quantified and applied (e.g. patent approvals, off patents, historic trends.)
- Forecast macro economic information is also applied where appropriate (e.g. GDP, epidemiological data).
- 'Delphic' techniques are used to check numbers and assumptions with industry experts.
- Data is sourced and assumptions explained.

# Desk Research

We gather secondary/web data for clients to include in their in-house databases and datasets. This allows clients to easily search and analyse large datasets. We:

- Use a wide range of sources – public, proprietary, and in-house.
- Organise and standardise information.
- Are skilled in applying taxonomies including SIC, NAICs.
- Use manual, automated and hybrid processes.

- Employ experienced researchers to ensure high quality.
- Deliver through data files or online authoring tools.
- Implement multi-layer QC processes.



# Company Information

We are experts in creating accurate databases of company information for our clients. Data outputs include:

## Company Profiles

### Key Facts

Address

Ticker, Stock Exchange Industry  
(SIC & NAICs) Locations and  
Subsidiaries

Revenue (US\$), Employees

Key divisions: functional/geographic

History

Competitor benchmarking/gap analysis/  
market share comparison

SWOT/Balanced Scorecard /Resource-  
based analysis

Financials: Ratio Analysis

Income/ Profit by product division

Spend: marketing, operations, R&D,  
cost of goods sold

## Deals Databases

Acquirer/investor name

Counterparty name

Industry (SIC & NAICs)

Geographies

Deal Type:

Asset purchase/Partnership/

Licensing agreement/M&A/

Financing

Date

Status: Rumoured/ In progress/  
Completed

Value

Deal Description

Financial Advisor/Promoter

## News Articles

Industry (SIC & NAICs)

Geography

Headline, Summary, Story

Industry, Company, Market,

Regulatory, Political,

Technical

## Industry Datasets, e.g.,

Assets

Products

Pipeline products

Trials

Patents

We can offer market research surveys on a global level through both in-house capabilities and global partners.

- B2B and B2C surveys
- Large database of c-level business contacts
- Email surveys using SurveyMonkey or informIT
- CATI telephone interviews
- Excel or SPSS delivery
- Skilled research design, presentation and analysis.





Research projects are tailored to clients' needs but typically cover:

- Market characteristics
- Market size, trends, drivers and restraints
- Customers
- Competitor benchmarking and shares
- Products and services
- Strategies for growth
- Asset valuation and financial ratio analysis

Projects are based on:

- Understanding and insights from sector experts
- Secondary research including public data (association, government, company) proprietary data sources (7,000+ journals, Factiva, Dialogue, market intelligence reports) and in-house datasets.

- Interviews with senior industry figures.
- Inputs from our global network of researchers on the ground.
- Bottom-up data modelling and forecasting.
- Tools such as SWOT, five forces, PESTEL, BCG.
- Thorough sourcing, explanations and methodologies.
- Multi-layer QC process including UK-based editorial team.


# Research Reports

Our market reports are generally 50-150 pages of high quality information and analysis, and typically include the following elements:

- Industry characterisation and trends
- Market size and growth covering:
  - Revenues, units, production, import/export, asset data
  - Value and volumes
  - Historic and forecast data
  - Sector and subsector splits
  - Geographic splits
- Competitor profiles and market shares
- Product benchmarking
- Deals and investments
- Customer insights

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Medical Diagnostic Devices Research Digest H1 2014

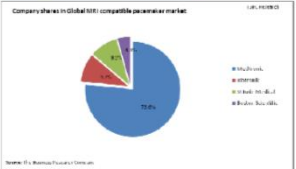


September 2014

Global MRI Compatible Pacemaker Market Project to 2019

Figure 9: Competitors in the MRI Compatible Pacemaker Market

Company shares in Global MRI compatible pacemaker market:



There are four companies driving the global MRI Compatible pacemaker market. Medtronic dominates the market with a 76.8% market share in 2013 (compared with 46% of the total pacemaker market), but this share is under attack. Boston Scientific is the second largest player with 9.9% of the market. St Jude and Boston Scientific have 4.9% and 4.9% respectively. In addition to the above mentioned players, another player, Sorin, is expected to acquire some market share in 2014 with the int SR and DR pacemakers; these received CE approval (Conformite Eu

Updating MRI scan compatibility and increasing pressure to reduce major challenges faced by the players in this market. To overcome it are expected to realign their business strategies to compete in the

The CE marking or formerly CE mark is a mandatory conformity marking for certain European Economic Area (EEA). CE marking is mandatory for certain products (goods) (EU), the CE marking of the EU, plus (EU) countries (Spain, Norway, plus Turkey). The manufacturer of products made within the EEA and the importer countries must ensure their CE marked goods conform to European

Major Investors

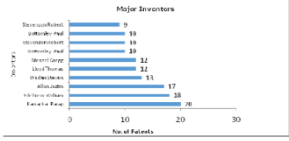
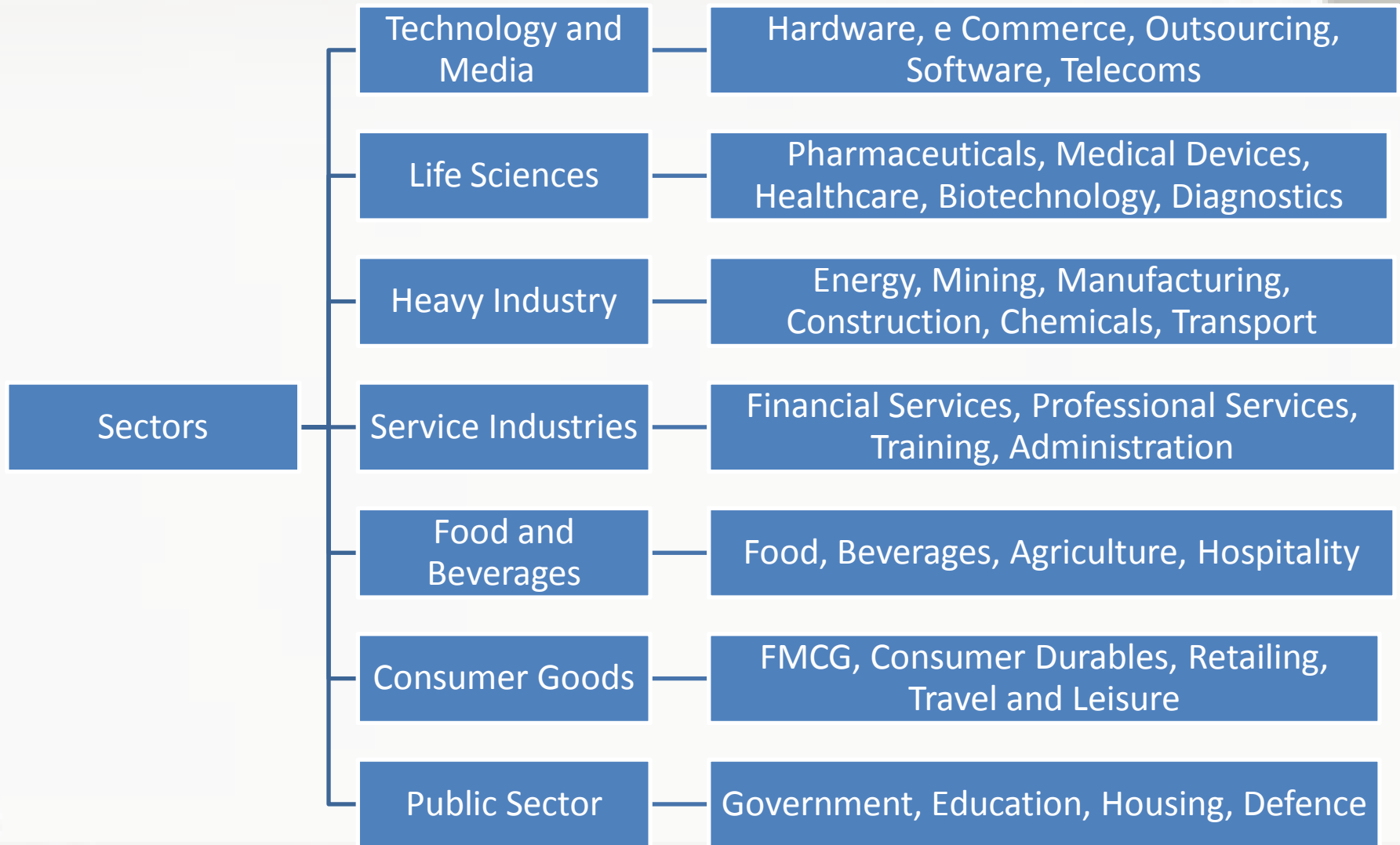


Table 30: Major investors in MRI Compatible pacemakers

INVESTOR	No. of Firms
ST JUDE MEDICAL	28
MEDTRONIC	17
BOSTON SCIENTIFIC	13
SORIN	11
OTHER	9

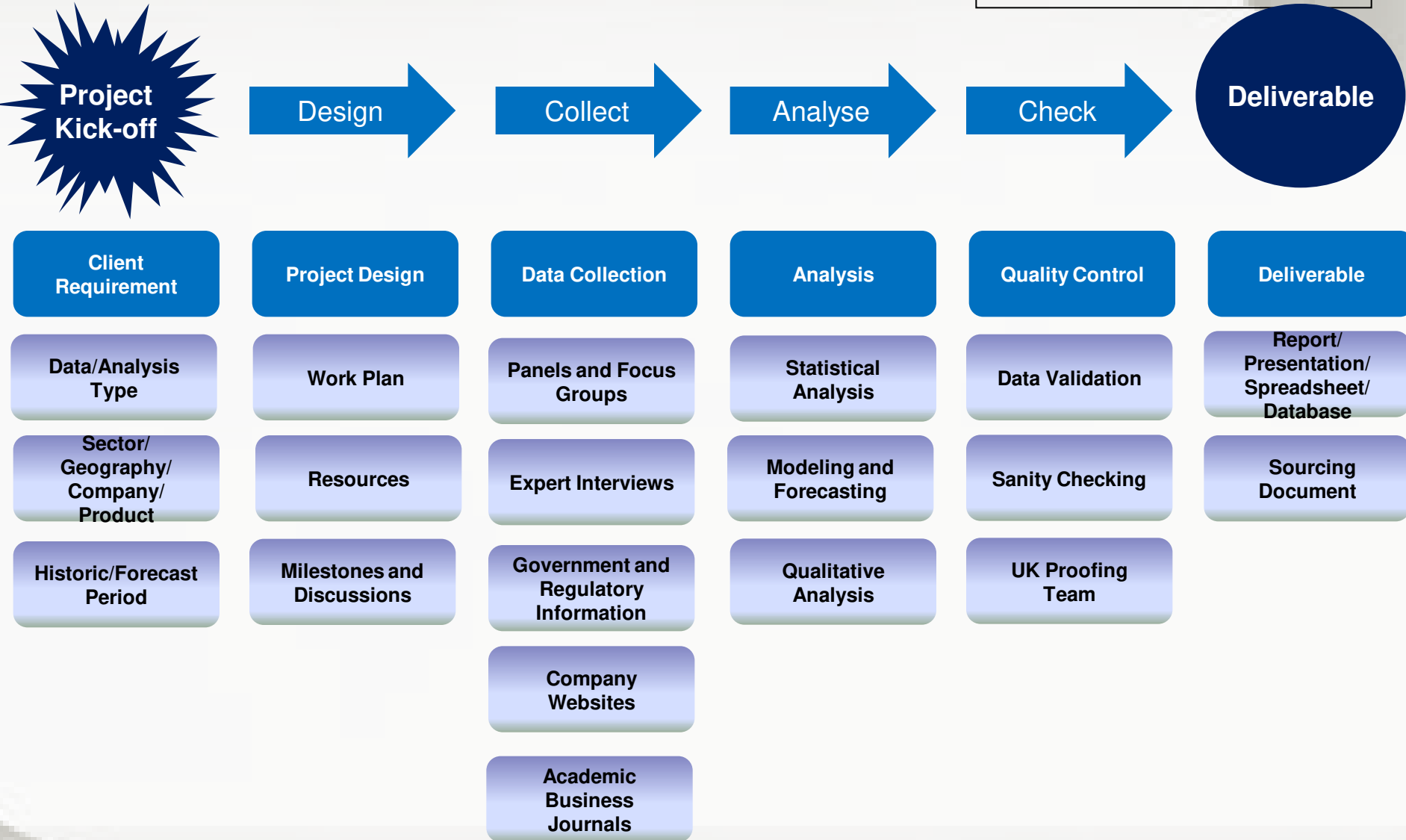
6.5 Filing Trends in MRI Compatible Pacemakers

# Sectors Covered



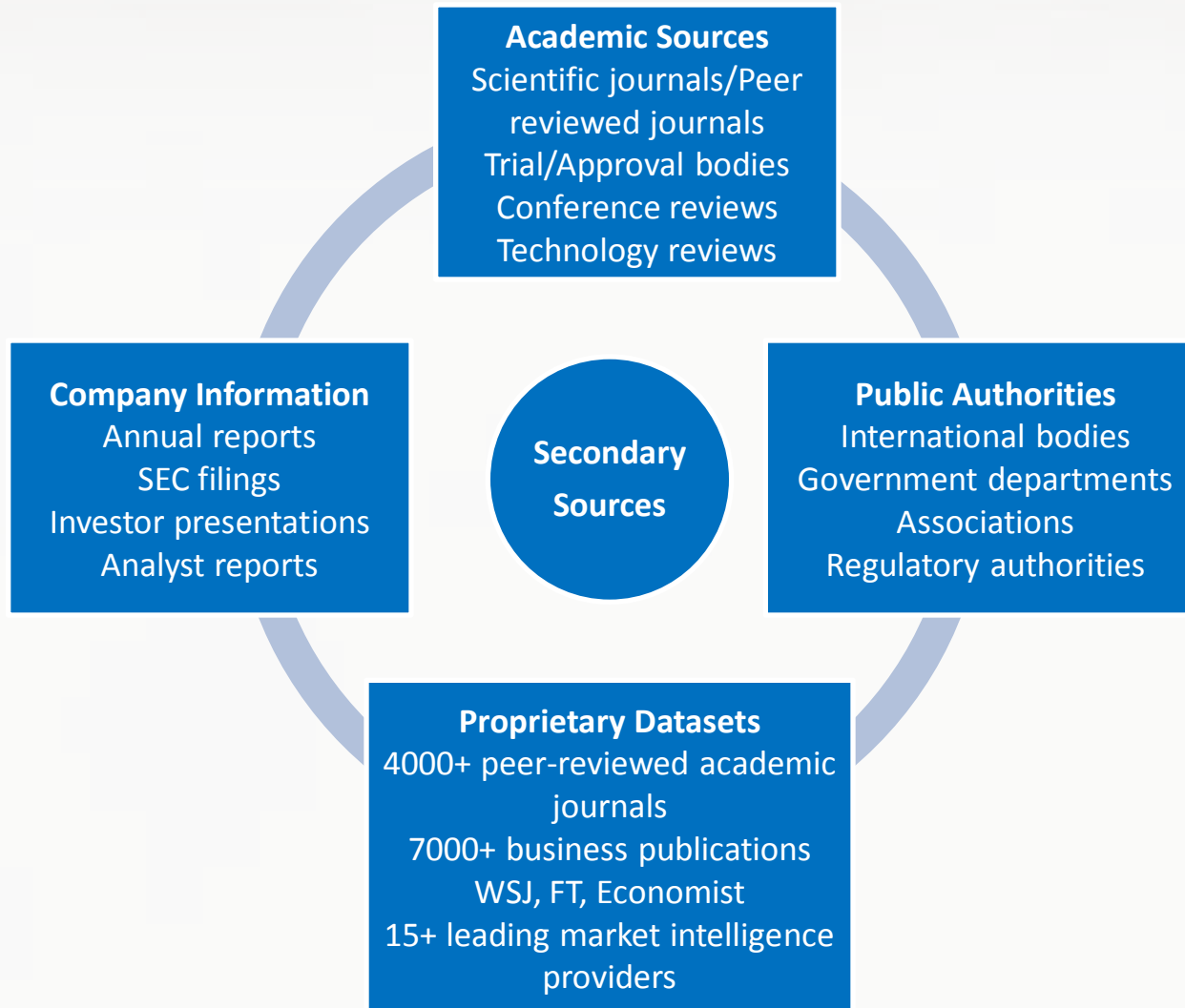
# How Do We Do It?

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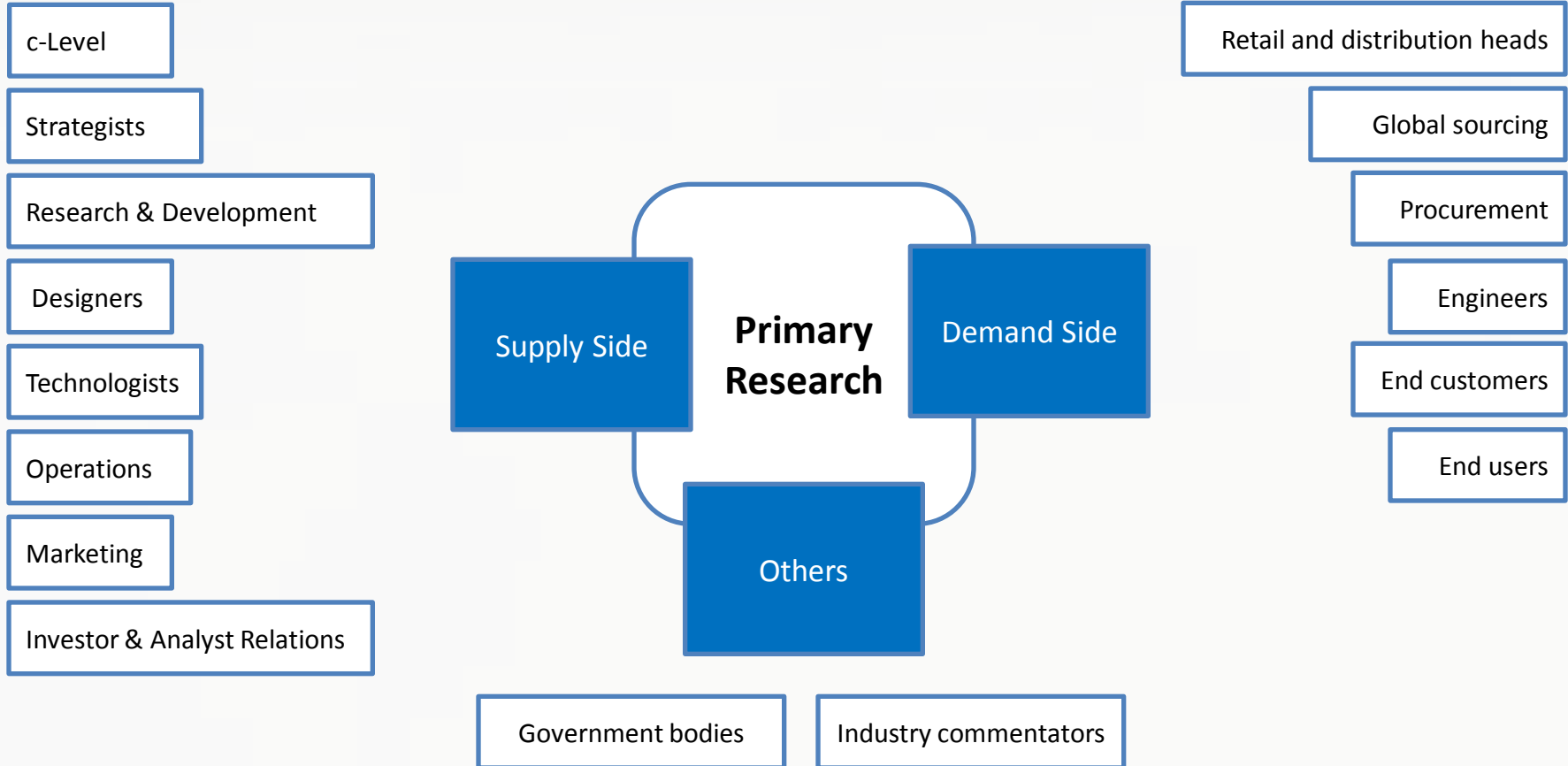
# What are our Sources?

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# Who Do We Speak To?

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# How Do We Ensure Quality?

- **Quality Conformance** – TBRC maintains multiple levels of quality control on 100% of output to ensure quality. Quality parameters in the form of Service Level Agreements are shared and agreed upon with the client.
- **Standards and Ethics** – We follow the Market Research Society (MRS) [Code of Conduct](#).
- **UK Based Editing** – Written material is edited and proofed by UK editorial team.
- **Data Security** – We use controlled environments with restricted hardware and software access.
- **Timely Delivery** – TBRC will meet project deadlines without compromising on agreed specific delivery guidelines.

# Case Study – Research Reports for a Market Research Company

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## Requirement

A leading market research company wanted a series of top level market reports for their website.

The reports needed to be short, snappy, SEO enabled, and attract many customers looking for market information to the website.



## Methodology

Secondary research included

- Quantitative data gathered from government bodies, associations and market intelligence companies. Where complete data was not available it was modelled using in-house expertise.
- Qualitative inputs came from assumptions, market intelligence reports, trade magazines and in house expertise.

## Solution

10 reports produced covering 10 industries

Industries covered included healthcare , restaurants , training, textiles and retail.

Each report included data and analysis on:

- Market size
- Key companies and shares
- Key countries
- Market growth forecast

## Client Benefits and Feedback

The client was happy with the reports which were made available through the company's website.



# Case Study – Research Project

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## Requirement

A client of a major research reseller is a premium sportswear manufacturer that wanted to decide whether to enter the Korean sportswear market.

The information they required was not contained in any existing report.

They wanted to know:

How big is the market for selling teamwear in Korea?

How fast is it growing?

How competitive is it?

Is it attractive for entry for a premium foreign competitor?

## Methodology

Secondary research in English and Korean

10 research interviews:

- 6 interviews with sportswear manufacturers
- 2 interviews with associations
- 2 interviews sports teams and institutions

Research conducted by local researcher in Korea in local language

Presentation and market modelling by an expert market analyst

## Solution

50-page report covering:

- Sports followed and played in Korea
- Korean sportswear market
- Major international and local brands
- Key channels and shopping areas
- Team wear pricing and market
- Implications and recommendations



## Client Benefits and Feedback

The client used the findings to decide whether to enter the market.

They commented that they found the report very useful and expect to use TBRC again for future projects.

# Case Study – Market Survey for Leading Research Company

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## Requirement

One of the top three technology research firms conducts a major survey of software resellers on an annual basis. They wish to understand the views of these resellers of infrastructure software, hardware and services. They wanted around 250 interviews covering business models and attitudes to suppliers.

## Methodology

- Contacts sourced from internal, paid and public databases.
- Respondents recruited through emails, social media and cold calling.
- Interviews lasted 20 minutes to one hour depending on responses.
- Responses entered through online CATI portal.
- All interviews recorded and supplied to client.



## Solution

30 complete interviews supplied to the client.

Data included:

- Full CATI responses
- Metadata on respondent (name, company etc)
- Interview recording

## Client Benefits and Feedback

Project completed successfully.

Respondents received free report and summary of the findings.

# Case Study - Database of Companies for a Leading Research Publisher

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## Requirement

A UK client wanted us to create company profiles for companies (public and private) across 25 industries and 60 countries.

The scope of our research included collecting key information from company websites. Data collected included:

- Company corporate information
- A brief overview of company's business
- Sector and geographic indexing
- List of key executives
- List of major products
- Company locations
- Historical events of the company

## Methodology

- Research on company websites
- Data collection from third party credible sources
- Validation of data collected from all sources
- Data entry into a purpose-designed authoring tool
- Proof-reading of written content
- Multi-layer quality check process

## Solution

The client was provided with an efficient and reliable service that included:

- Error free data collection and input
- Thoroughly proof-read content
- Comprehensive coverage of data points specified by the client
- Online tool so the client could constantly monitor progress and input
- Delivery in multiple formats including XML and PDF

## Client Benefits and Feedback

The content is used in some of the world's leading business information portals.

Client was able to save on costs due to the low US\$ per hour service that we gave. We estimate the cost savings to be around 55% compared to the company's captive center in India.

# The Team

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- Research Analysts are typically MBAs, MScs or MBBSs from leading institutes globally.
- They typically have 5-10 years research experience, consisting of a mixture of industry experience and work in leading agencies including Cap Gemini, Datamonitor, GlobalData and many others.
- Analysts are certified by the [Market Research Society](#) (MRS) for research skills and ethics.
- Researchers in 15+ countries globally.
- Our UK editorial team edits all written content.



# Senior Management

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## **Research Director: Oliver Guirdham**

Oliver is an expert in business research and consulting. He has 15 years of experience in uncovering key information about competitors, suppliers, customers, regulators, and investment targets for clients and interpreting what it means for them. Previously he was Managing Director of GlobalData, the leading market intelligence company. He attended Oxford University and an alumnus of the London Business School with an MA in International management from London University. He is the lead representative of the Institute for Competitive Intelligence in India.



## **Investment and Technology Research Director: Damon Guirdham**

Damon has over 20 years of business analysis and investment management experience giving him a deep knowledge of the financial sectors.

Most recently Damon was a Partner at Generation Investment Management, a multi billion dollar asset manager. Prior to he spent 9 years in at Morgan Stanley as a Investment Analyst/ Head. Damon started his career as a graduate trainee with Schroders after obtaining his M.A. from Oxford University.



# Clients and Relationships

The Business  
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Market research companies



Leading KPOs



# Testimonials

"The Business Research Company provides reliable and useful information for the technology sector"

*Janardhan Rajan, Senior Consultant, Tech Mahindra (IT Services)*

"An excellent provider. Thorough, timely and with outstanding insight delivered in an easily digestible format."

*Paul Thompson, Director, Barclays Bank*

"The Business Research Company has an ideal offering for modern media companies. Whether it is finding details of potential customers, doing primary interviews, or large scale data gathering, its services are ideally suited and well priced."

*Robert Mannix, Insurance Risk Editor, Incisive Media*

"The Business Research Company were very responsive and were able to access critical business information rapidly as a result of their deep knowledge of the (Indian) market. I would recommend them wholeheartedly."

*Lawrence Dore, Partner, Davidson, Ryan, Dore, (Consultancy)*



# Disclaimer

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