

WHO WE ARE

The Harlan Group, LTD specializes in using market research to help clients answer specific business questions. We are driven by the belief that any business or organization, regardless of size, can benefit from focused, well thought out market research. Using our experience designing and conducting a wide variety of primary and secondary market research, we can help clients gain a deeper insight and better understand their markets and customers.

OUR PLEDGE

Confidentiality – Simply stated, your company intelligence and client data is safe with us.

Candor – All of our interactions with you will be based on integrity and respect.

Customization – Your market research project will be customized for your specific needs and to answer your unique questions.

Communication – You will receive regular communication and updates on the status of your project.

Clarity – All research findings, communications, and reports, will be presented in clear, easy to understand language.



**What could
possibly go
wrong?**

What could possibly go wrong?



SERVICES

Qualitative – The qualitative research services we provide are essential to exploring and better understanding customer attitudes, perceptions, motivations, and beliefs.

Quantitative – From determining the methodology and designing the research, to developing an effective survey instrument, providing insightful analysis and clearly written reports, we provide a full range of quantitative research services.

Secondary – Utilizing the wide range of secondary research resources available to us, we are able to provide detailed answers to our client's business questions.

Data – Today, many firms collect a staggering amount of data about their customers' preferences and behaviors. We are experienced with combining research results and the client's in-house data to develop deeper customer and market insights.

It has been said that the best defense is a good offense, and that is certainly true in business. The sooner you are aware of a real or potential problem, the more rapidly you can take action to prevent the situation from getting worse. On the other hand, the quicker you spot an opportunity, the faster you can move to take advantage of it.

So what does all of this mean for your business? Here are some ways in which knowledge and an understanding of real or potential problems can have a positive impact on your bottom line.

- **Explore market potential** – Knowledge about how your customers will react to a change in your product or service's marketing mix and features means you will be better prepared to meet your customers' needs.
- **Investigate market share** – Insight into how large a particular market is, or how much of that market your company controls compared to your competitors, is critical when considering new markets, products, or services.
- **Evaluate the competition** – Exploring the capabilities and strengths of your competition allows you to develop and implement appropriate marketing strategies to minimize their impact on your business.
- **Solicit feedback** – Gathering ongoing feedback and input from your customers is an effective way to quickly spot issues. For example, employing brief surveys of no more than 5 or 10 questions asking your customers about their experience with your products or services can quickly highlight problem areas requiring further investigation.
- **Increase sales** – The bottom line to all of this is pretty straightforward; if you don't know about or understand a problem, you can't fix it. However, a quick response to a problem will earn you the trust, respect, and loyalty of your customers, leading to increased sales.



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The Harlan Group, LTD is a veteran-owned small business.