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516.935.4092
www.betaresearch.com

Challenges abound…
Both the scope and speed of change in today’s business environment are breathtaking. Markets constantly demand innovation. Customers who seem loyal today may suddenly desert you tomorrow. That rival who was way behind six months ago is now breathing down your neck. No matter what business you are in, nothing stays the same for long.

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Excitement
Commitment
Honesty
Expertise
Innovation

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The factors that drive advances, changes and shifts are often hidden. However that does not mean that you cannot discover, predict or prepare for them. The old saying that knowledge is power has never been truer. Management wants solid facts before committing hard-earned company dollars. Customers reward companies that anticipate their needs and desires. Media coverage puts an instant spotlight on an unprecedented range of corporate decisions and actions. Organizations that do not listen increasingly will not be heard.

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Your market is ready to talk. Are you prepared to listen?

Consider research when you need to:

» Measure your strengths as seen by key customers.
» Determine areas where you need improvement.
» Identify customer needs and desires.
» Improve corporate relations within your organization.
» Explore your sales and marketing approaches.

» Gauge the effectiveness of your ad campaigns.
» Test new products and new product concepts.
» Understand why people buy your products and services.
» Define your market and potential areas for expansion.
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- Project Management
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- Cluster Analysis
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- Factor Analysis
- Regression Analysis
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- Report Writing
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Our services include:

- Consumer products and services
- Business products and services
- Healthcare
- In-Home Usage
- Taste Tests
- Traditional and Online Focus Groups — All Aspects
- In-Depth Interviewing (IDI) — Telephone and in-Person
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- On-Demand Focus Group Facilities
- Brainstorming and Editing
- Online Data Collection
- Database Services
- Management of In-House and Contract Data Entry, Coding and Editing
- Onsite Open-Ended Focus Group Sessions (90-120 minutes)
- Customer Loyalty Studies
- Statistical Analysis and Interpretation of Results
- Detailed and Actionable Report Writing
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- Presentation of Results to Management
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- **Onsite Focus Group Facilities**
- **Database Services**
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- **Data Entry, Coding and Editing**
- **Database Maintenance and Updates**
- **Data Collection Management**
- **Database Appending**
- **List/Sample Maintenance**
- **Format Capabilities (ASCII, Excel, Access)**
- **Statistical Analysis and Interpretation of Results**
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- **Modeling and Forecasting**
- **Perceptual Mapping**
- **Regression Analysis**
- **PowerPoint**
- **Desktop Publishing, Graphics**
- **Dashboards**
- **Presentation of Results to Management**
- **Technical Support Services**
- **Panel Construction and Maintenance**
- **Reports**
- **Consulting**
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**Quantitative**

- Mail
- Public Opinion Polling
- Online
- Mobile Device
- Website Usability Testing
- Social Media Research
- Eye Tracking
- Focus Group Facility (Long Island, NY)

**Qualitative**

- Traditional and Online Focus Groups — All Aspects
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- Online Technologies/Programming
- Onsite Focus Group Facilities
- Data Entry, Coding and Editing
- Data Cleaning
- Data Bases
- Statistical Analysis and Interpretation of Results
- Reporting
- Web Site Design
... but so do the possibilities for meeting them.

Sophisticated market research can help you prepare for almost anything. Research provides strategic decision support that helps you avoid costly mistakes and create a more secure path to growth. It can be one of the best investments you will ever make in your organization’s future.

Proven approaches. Fresh perspectives.

Beta Research Corporation
485 Underhill Blvd.
Suite 200
Syosset, NY 11791

516.935.3800
516.935.4092
www.betaresearch.com

The factors that drive advances, changes and shifts are often hidden. However that does not mean that you cannot discover, predict or prepare for them.

The old saying that knowledge is power has never been truer. Management wants solid facts before committing hard-earned company dollars. Customers reward companies that anticipate their needs and desires. Media coverage puts an instant spotlight on an unprecedented range of corporate decisions and actions.

Without these elements, even the most vibrant player can quickly be relegated to yesterday’s news.

Consider research when you need to:

» Measure your strengths as seen by key customers.
» Determine areas where you need improvement.
» Identify customer needs and desires.
» Improve corporate relations within your organization.
» Fine-tune your sales and marketing approaches.

» Gauge the effectiveness of your ad campaigns.
» Test new products and new product innovations.
» Understand why people buy your products and services.
» Define your market and potential areas for expansion.
» Track trends among thought leaders and influencers.

Your market is ready to talk. Are you prepared to listen?

Do it the smart way – with Beta.