

services |

background | research

to avoid trial and error during product development ...

## ... using our background | research tools:

### Clarifying the following basic questions

- Which products are people using, for what purposes and how often?
- Which relevant brands do they know?
- Where do they buy them?
- Who are these buyers and how can they be characterised?
- How does brand usership overlap?
- What benefits do buyers expect?
- How well are these expectations met by the brands they know/use?
- What do people expect of new products as compared to those they are familiar with?

This is a precondition for the correct marketing strategy and for success-oriented product development.

# SCHAEFER background | research

## To ascertain the status quo

### Aims

Precise understanding of the relationship between supply and demand, including

- buying and usage habits
- clarity about the strengths and weaknesses of existing products
- understanding needs and chances

## To examine the value of an idea

### Aims

- certainty about the attractiveness of a new product
- certainty about the acceptance of changes

## To assess a prototype

### Aims

- information about using the potential for optimisation
- information about the relevance of alternative ideas being considered

Research methods: A wide range of explorative and quantitative background | research instruments are available to gather the basic information

### Qualitative surveys

- individual exploratory interviews
- group discussions and/or creative workshops
  - with consumers
  - in the retail sector and within defined target groups

We conduct qualitative surveys in close collaboration with external specialists.

### Quantitative surveys

- Usage & Attitude studies
- Habits & Practices studies

Quantitative surveys are for the most part carried out by mail in the SCHAEFER producttest | panel or online in the SCHAEFER online | panel. In studies using face-to-face or telephone interviews, we work in close collaboration with experienced field services.

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## The result

SCHAEFER background | research gives you comprehensive clarity about the true situation in the market, providing a sound basis for a successful marketing strategy and product development.



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