



Market Research and Economic Studies

Preparation Initiates Opportunity

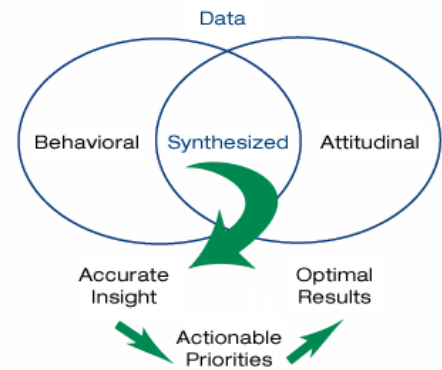
Market growth in any business starts with understanding your customers — what they want, need and believe. An accurate perception of your current and potential customers, as well as existing and emerging competitors, allows you to capitalize on market opportunities, react quickly to changes in your environment and project future areas of growth.

MISIX helps you accelerate business growth by evaluating the cause-and-effect relationships of buying. Our market research and economics team uses your internal customer data, combined with our external research, to understand market preferences, decision-making processes, market environments, price sensitivity and brand equity. This invaluable insight allows our team to help you:

- Make effective business decisions
- Develop smart marketing strategies
- Increase your market share
- Achieve financial objectives
- Exceed customer expectations

Statistics Build Your Customer Blueprint

Research statistics allow for a complete understanding, or ‘blueprint’, of both your current and potential customers’ thought processes, buying habits and impressions. MISIX synthesizes the behavioral and attitudinal data of your customers to analyze it as one. Basing marketing decisions on this information gives you an edge to accurately grow your business through direct response from your market. Our approach provides accurate insight, actionable priorities and optimal results.



Data Collection and Analysis

We use data collection methods that are most suitable to the lifestyle of your market segments:

- Focus groups
- Telephone interviews
- Web surveys
- Mail surveys
- IVR (Interactive Voice Response)

The MISIX research team will construct a study to give you the most effective information necessary to achieve your specific goals. MISIX areas of market analysis commonly include:

- Pricing
- Trend analysis
- Brand imagery
- Customer service
- Internal feedback
- Promotion/advertising
- Distribution
- Competitive analysis
- Segmentation
- Win/loss analysis
- Product/concept testing

MISIX: A Partner in Economics Education

In early 2007, MISIX developed a market research and economics internship program called the **Partnership for Economic Education and Research (PEER) Group**. The program provides opportunities for economics students to gain actual experience through involvement with MISIX projects while under the joint guidance of our economics team and their professor.



We have current partnerships with Marquette University, Milwaukee, Wisconsin and St. Norbert College, De Pere, Wisconsin.