

# Purple

## Purple Guru Research

### More about Purple Market Research

Purple Market Research is a research-based consultancy helping our clients to better understand their customers and the markets they operate in.

“ Purple’s ability to make sense of the market and of our requirements produced an excellent piece of work ”



“ I have worked with a number of market research agencies and felt frustrated in terms of getting access to their best people, being flexible and being proactive. Purple has been far superior to most other agencies I have worked with...I would not hesitate to recommend Purple to anyone else ”



Some of the other clients who have benefited from our guru research service



### Understanding and insight from market gurus

#### What is Purple Guru Research?

A customised research service offering you a detailed analysis of your markets or sectors through the gurus: **market leaders**, **experts**, **influencers** and **commentators**.

Typically gurus might be drawn from the following categories:

<b>Market leaders</b>	people who are trend setters or leaders in their sector
<b>Key players</b>	key market suppliers, distributors or customers
<b>Trade bodies</b>	trade associations and other relevant bodies representing your sector
<b>Commentators</b>	media representatives who comment on your industry or sector
<b>Consultants</b>	experts and consultants who specialise in your sector

Guru research is an **efficient** and **cost-effective** way of obtaining detailed intelligence on your markets or sectors.

#### How can Guru Research help you?

Whether your interest is business to business or consumer, UK or international, we can provide:

<b>Market overview</b>	What is the size and profile of your current or new markets?
<b>Issues and trends</b>	What are the key market trends, and what are the key issues affecting your markets?
<b>Awareness and usage</b>	What is the level of awareness and usage of you and your suppliers among industry gurus?
<b>Perceptions and favourability</b>	What do industry leaders think of you and your competitors?

#### Which sectors have we analysed?

We have successfully conducted guru research in the following sectors:

- Construction / house building
  - Electronics and technology
  - Energy
  - Entertainment
  - Food and drink
  - Professional services
- And many more**

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