

# Purple Integrated Research Services

## What is integrated market research?

A seamless process for addressing complex business and marketing issues through a combination of research techniques – **qualitative, quantitative and secondary**.

## What are the benefits of integrating research services?

Rather than addressing business issues from a technique-led perspective, we combine research methodologies to ensure that we have looked at a problem from all possible angles.

## How are we different?

**The same person manages both the qualitative and quantitative research.** This prevents important insights being lost when different specialist personnel, departments or companies come together on a project.

## What does Purple Market Research offer?

**Purple Market Research is a high quality market research consultancy.** We help our clients to understand their markets and their customers through the application of different market research techniques.

<b>Qualitative</b>	Focus groups Depth interviews Exploratory research Brainstorming and facilitation workshops
<b>Quantitative</b>	Face to face Telephone Online Postal Mystery shopping
<b>Secondary</b>	Subscription and ad hoc desk research

## Purple Market Research Ltd.

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## Which sectors do we cover?

We conduct both **business to business** and **consumer** research and cover **UK** and **international** markets, including the following:

- Construction
- DIY
- Electronics and technology
- Energy
- Financial
- FMCG
- Healthcare
- IT & telecoms
- Manufacturing and process industries
- Professional services (accounting, consultancy, financial, legal)
- Public sector
- Retail
- and many more

## Which clients have benefited from our integrated market research services?

