

# purple helpdesk

## About Purple Market Research

We are problem solvers who help our clients to understand their markets and their customers through the application of market research. We offer a seamless process for addressing complex business and marketing issues through a combination of research techniques.

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

**CALOR**

“ Clear and concise data analysis which truly aids strategic decision making ”

**THOMSON  
SWEET & MAXWELL**

## Client Credentials



CORPORATEEDGE



**Hanson**



NOVARTIS



## a desk research service providing customer, competitor and market intelligence

### What is purple helpdesk?

Let us help you understand your customers, your competitors and your markets with our desk research and market analysis services.

Purple helpdesk offers a cost effective extension to your existing team, providing access to experience and expertise in desk research techniques.

### How can purple helpdesk help you?

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

- An overview of a key target market – size, profile, trends
- Ongoing feedback on your competitors’ activities
- Intelligence on your own customers’ activities and markets
- A monitor of issues relevant to your markets or your customers’ markets
- A quick snapshot of a market, customer, competitor or issue

### A service to suit your research needs

Purple helpdesk can offer a range of service levels, from a straightforward information gathering exercise through to an integrated market intelligence service combining fieldwork, guru interviews, analysis and reporting.

Service options	Deliverables
Fieldwork	Information in the public domain from libraries, internet and trade bodies collated and delivered as structured “notes and quotes” in either MS word or PowerPoint format.
Guru Interviews	Consultation of industry experts.
Analysis and Reporting	Analysis and interpretation of data collected with summary reports and conclusions.
Presentation	Workshop or presentation of findings.

### Our sector expertise

Sectors we have experience in include:

- Building trade/DIY
- Fleet/transport
- Retail
- Education/qualifications
- Financial services
- Professional and business services

### Contact us

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