



**MARKET RESEARCH WITH INTELLIGENCE**



## B2B INTERNATIONAL - BUSINESS 2 BUSINESS SPECIALISTS

B2B International Ltd is a leading global market research agency specialising in business-to-business market research, marketing consultancy and marketing training. From our bases in Manchester, UK and Beijing, China we provide an extensive range of bespoke services designed to help Western and Asian clients alike:

- **Research – Europe & Americas** – If you are seeking market research on Western markets, then we can provide you with a solution. We offer all types of market research study, including needs assessment and customer satisfaction, branding, market entry and market assessment, segmentation, advertising and pricing studies.
- **Research across China & Asia** – Whether your company is looking to enter a new Asian market, build its position in a market, create a new brand, target markets more efficiently or develop a new product, then B2B International can help you. We provide high quality information obtained direct from the market, as well as sound advice based on market evidence.
- **Marketing training** – If you require tailored marketing training for your own organisation or for your clients, B2B International can design and implement a course to suit your needs. We also provide a series of public courses at major locations throughout the UK, Europe and Asia.
- **Marketing consultancy** – If you are looking for marketing consultancy to benefit your own organisation or your clients, B2B International can provide tailored solutions delivered by world-class consultants.



## RESEARCH ACROSS EUROPE & THE AMERICAS

B2B International Ltd is Europe's leading business-to-business market research agency, carrying out market research across Europe and the Americas for some of the largest companies in the world. Our multilingual fieldwork centre conducts interviews and recruits respondents in every Western language, including English, French, German, Italian, Spanish, Portuguese and many others. This offers us unrivalled access to business respondents across Europe and the Americas.

In most cases, our work is used to guide strategic decisions. This means that we frequently present to operating boards of companies. We believe that we win most projects because clients are impressed by our business-to-business experience. However, it is the solid findings backed by impressive and convincing presentations that regularly win us repeat work.

### The key types of studies we conduct are listed below:

- Advertising awareness
- Branding
- Customer satisfaction
- Employee satisfaction
- Market assessment
- Market entry
- Market tracking
- New product development
- Pricing
- Segmentation

Whatever your requirements, we will provide a bespoke solution to meet your needs.

You can read more about some of our specific service offerings in the following pages.



## RESEARCH ACROSS CHINA & ASIA

B2B International's subsidiary office in Beijing, China employs a team of leading European and Asian consultants, all of whom specialise in business-to-business markets. The team provides a full service market research offering, meaning that your whole project can be managed and conducted by experts 'on the ground' in Asia. Of course, the team also works closely with the UK Head Office on many global projects, ensuring that we can liaise with you, wherever you are in the world.

Our Asian specialists boast experience across industries, encompassing a wide variety of research techniques. All of these techniques are applied to business-to-business studies, reflecting the fact that we work on a daily basis with business people, for business people.

**The key types of studies we conduct throughout Asia are listed below:**

- Acquisition studies
- Branding
- Customer satisfaction
- Market assessment
- Market entry
- Market tracking
- Pricing
- Segmentation

Whatever your requirements, we will provide a bespoke solution to meet your needs.



## CUSTOMER SATISFACTION & LOYALTY

Most companies lose 45% to 50% of their customers every five years, and winning new customers can be up to 20 times more expensive than retaining existing customers. You therefore need to know what makes buyers and specifiers choose one supplier rather than another. On your behalf we need to ask the right questions and devise techniques to obtain the right answers.

In any customer loyalty research there will be quick fixes – actions that can be taken today or tomorrow that will have immediate effect. In the longer term, cultural changes may well be required to improve customer satisfaction and customer loyalty, and that is more difficult.

Our specially-devised customer satisfaction programme is designed to help you win and maintain customers for life. After all, satisfaction usually leads to a customer returning and buying more, they in turn tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust.

A third of all research carried out at B2B International is customer satisfaction research. Over the years we have conducted hundreds of customer satisfaction surveys leading to a Customer Satisfaction Index (CSI) portfolio. This enables comparisons with other industries to be made and proves useful in benchmarking our clients for improvement in the future.



## EMPLOYEE SATISFACTION

It is an obvious statement but 'high employee satisfaction levels can reduce employee turnover'. Dissatisfied employees tend to perform below their capabilities, result in high turnover of staff as they leave their jobs relatively quickly, and are unlikely to recommend your company as an employer.

Employee satisfaction research gives employees 'a voice' and also allows the pinpointing of problematic areas, leading to the raising of staff satisfaction levels, developing and reviewing of staff management, and optimising corporate communications.

Issues our research covers include the current workplace situation, management styles/attitudes, internal communications, workplace atmosphere, corporate culture/vision and image.

Employee satisfaction research encompasses many different research techniques but the measurement of satisfaction is only the first step to improving employee satisfaction.

### A Typical Study

**Stage 1:** The issues to research are gathered through qualitative depth interviews or internal focus groups with staff

**Stage 2:** Questionnaires are administered to staff either through a written survey or electronically via an intranet/email/website

**Stage 3:** Staff workshops present the findings and allow the workforce to have their questions answered as to 'what it all means'

**Stage 4:** Improvements are implemented based on the survey results – Our consultants will work alongside your company to help put into practice the survey recommendations

**Stage 5:** Benchmark surveys – Measurement of change needs to take place at specified time intervals, to check on employee attitudes



## BRAND POSITIONING

Market research has shown that 5% of a company's stock value is the direct result of the company's image. The effect is likely to be much greater as there are many indirect benefits of a good image. People want to buy more from a company with a good image, they will pay more for its products, they will forgive the odd failure or mistake, the company will attract the best employees, it will be easier to convert new customers and so on.

Consumer companies have long recognised the importance of branding and branding research yet it is one of the most neglected areas of business-to-business markets. We are passionate about the value of building a strong corporate brand (or, if you prefer, its 'position'). In fact, we would go so far as to say that building a strong corporate brand is the only sure way to differentiate an industrial product.

B2B International has developed a unique and tested model for analysing and building a strong corporate position that has been endorsed by some of the largest companies in Europe and the US.

### Stage 1

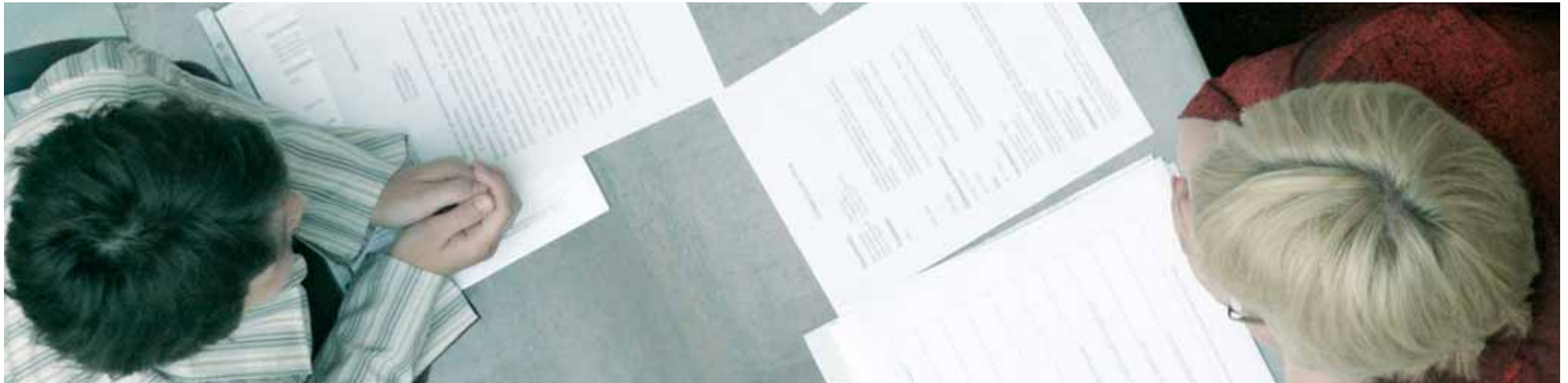
Every company has a position. Usually companies just grow with very little steering of their brand so they end up, for better or worse, with the image they have today. Our Corporate Positioning Programme begins with research to find out what the brand values are and how they are seen in the eyes of customers and potential customers. We use two techniques. The first sorts out the issues that people value in a brand and determines the role they play in influencing the image of a company. The second technique draws out the softer issues that make up a corporate position so that we can measure the 'fit' of the brand and see how it could be developed.

### Stage 2

Stage 2 involves B2B International working with the client to set corporate positioning goals and to determine how they should be achieved. The goals will be based around the strengths that were flushed out by the research. There would usually be some aspiration built into the goals, so that the 'brand mission' for the company has something to aim towards – a particular image that it wants to build.

### Stage 3

With a thorough understanding of the current strengths and weaknesses and with a goal for the brand, B2B International works with the client to establish a corporate position. For most companies this involves working with all levels of staff to ensure they are aligned to the goals and know the part they can play in achieving the position. In stage 3 (as well as in stage 2) we work closely with our client's advertising agency to ensure that they are in agreement with the positioning goals and can devise advertising messages that communicate the branding mission.



## MARKET ASSESSMENT

Growth and value are two things sought by all business-to-business companies. Growth is necessary because it is the only way forward; staying still is not an option as others will pass you by, while decline is a sure movement towards extinction. Value enables you to achieve higher contributions from your sales and more returns from your resources.

Growth and value can be found in any of four areas. Market assessment research can review your existing markets, from where you may be able to sell more to current customers. Market research can help you look further afield and sell your existing products to some new market or find a new product to offer your existing customers. Furthest away from your current business is the launch of a new product into a new market, and this is where market research is essential.

B2B International has assessed most industrial markets across the globe on behalf of a wide range of international clients.



## MARKET SEGMENTATION RESEARCH

Satisfying people's needs and making a profit along the way is the purpose of marketing. However, people's needs differ and therefore satisfying them may require different approaches. Identifying needs and recognising differences between groups of customers is at the heart of marketing. We cannot do everything, we cannot satisfy everybody; resources do not stretch that far. This means we have to be clever in targeting our offers at people who really do want and need them, and we have to be strong in setting aside those who do not. This early observation is fundamental, as it requires us to think as hard about where we don't want to sell our product as where we do.

In business-to-business markets the aim of market segmentation is to arrive at clusters of like-minded companies so as to allow your marketing/sales programme to focus on the subset of prospects that are "most likely" to purchase your offering. There is a very strong pressure to use segmentation in business-to-business markets to win a competitive advantage as there is often little to

differentiate one product from another. Segmentation therefore links strongly with a strategy to achieve a sustainable differentiated position.

The benefits of market segmentation are not hard to grasp. The challenge is arriving at the most effective groupings. Segmentation can take the form of a 'demographic' segmentation, sometimes referred to as 'firmographics' in business-to-business markets. This type of segmentation is based on geography of location, size of company and standard industrial classifications (SICs). However, firmographics don't offer a sustainable competitive advantage that competitors cannot copy. A more challenging market segmentation is one based on behaviour or needs. Behavioural segmentation segments on what companies buy, what companies produce and how companies produce it. Needs-based segmentation is obviously one of the most difficult to assess – what do companies want and what drives them in their actions?

B2B International can help segment your market and so enable an effective marketing strategy, leading to competitive advantage in the marketplace. We will show you how to:

- Differentiate products/services in line with your customers
- Improve your competitive positioning
- Shape your product offering and pricing strategy to fit the markets with most potential
- Concentrate on providing profitable products or services
- Target marketing and selling efforts



## NEW PRODUCT DEVELOPMENT RESEARCH

New product development is a company's lifeblood. Growth and profits suffer without aggressive product development introducing new products and services into the market.

All companies need to find out what their customers/potential customers want in order to meet any gaps in the market. However, asking your customers to take the role of R&D personnel to find out what they want will not always lead to success. The key to successful market research for new product development comes from an understanding of what customers value and not simply from asking them to submit their own solutions.

New product development research is not always about looking at the product in isolation; the product, the packaging, the advertising and the pricing strategy are all integral parts of the research. Any new product launch is inherently risky as it is a venture into the unknown. B2B International has shown that thorough, well planned research can accurately pinpoint the richest areas of opportunity and therefore prioritise the most promising areas of new product development.



## PRICING RESEARCH

There are only three ways to increase profits – sell more, cut costs or raise prices. The first and second strategies involve considerable effort, but the last is easy – the price ticket is changed, the price list is reprinted or the sales force is told to add 5%. With costs unchanged, a 5% price rise is straight on the bottom line – what could be simpler!

We do not need an economics degree to know that there is a link between price charged and volume sold. Customers may buy from a competitor due to a price increase, switch to a cheaper substitute or even stop buying altogether.

The fundamentals of value revolve around the trade-off between the benefits a customer receives from a product or service and the price they will pay for it. Customers do not buy exclusively on price but are driven on value buoyed by the disparity between benefits a product/service offers and the price that is charged.

- How much will a respondent pay for an added-value service/product over and above the present price?

**OR**

- How much of a cutback in service/product requirement would necessitate a price reduction?

Pricing market research can help to verify pricing assumptions as well as answer the questions of where price/product trade-offs may lie, in addition to where extra value can be delivered. Pricing research needs to take numerous factors into consideration such as emerging trends in the market that may alter perceptions, product inertia or even history of the marketplace (i.e. order of supplier entry into the market). Our techniques are designed to help clients understand the trade-offs that respondents make when selecting and acquiring products and services by using different price sensitivity models and value maps.



## MARKET TRACKING

How well do you know your market? As competition becomes more intense, companies need to assess their relationships with their customers, determine what might drive them to switch providers, assess new markets for entry, protect their customers from competitors and target new prospects.

Market tracking research provides low cost, up-to-the-minute, detailed market intelligence. Market tracking monitors enable important trends to be captured rapidly, allowing quick, reliable decisions to be made on market size, growth, value and development. Tracking research is also fundamental to monitoring brands, measuring customer satisfaction and researching

advertising. Market tracking allows companies to monitor how effective they are in relation to their competitors, and to react quickly to changing market conditions.

Market tracking can be specifically tailored to your needs. It can be large or small in scale, multi-country or country-specific. Delivery can be monthly, quarterly or continuous throughout the year.

B2B International will work with you to bring together our market tracking expertise to develop a custom-built monitor study so that you can track real market change.



## MARKET ENTRY RESEARCH

The decision to enter a new market is one of the most important – and therefore most difficult – decisions faced by any company. The required levels of investment are substantial, and the political, economic, cultural, legislative and technological barriers can be significant. For a Western company seeking to enter new markets in Europe or the Americas, or indeed China or other Asian markets, each of these barriers can be so significant that it is tempting to focus on familiar markets rather than risk entering a new continent or country.

B2B International takes the view that whilst the decision to enter a new market is an extremely difficult one, it is also a decision that has the potential to be the most rewarding ever taken by your company. Indeed, we have first-hand experience of expanding our activities into a new continent, and have assisted companies across industries in answering some of the most important and difficult market-entry questions they are ever likely to face:

- How do I know the target market is big enough for my product or service to be a success there? What is the size of the target market?
- How can I ensure that the target market understands my offering?
- How should I market and promote my offering in a new territory?
- Will my products or services need to be adjusted to meet the needs of the target market, and if so how?
- How can I price my products and services in the new target market?
- What are the routes to market? How should I seek to access the marketplace?
- If there is an opportunity, what type of business would be best placed to make the most of this opportunity? For example should we begin by setting up a representative office or subsidiary? What about a joint venture? Or should we begin by tapping into a local distribution network?

We believe in keeping contact with our clients as they action the outputs from our research. Should you decide to proceed with a market entry strategy on the back of our work, we are uniquely placed to refer you to legal, financial and other specialists who will guide you through the market entry process.



## ONLINE PANELS - B2B, CONSUMER & MEDICAL

Ask and you will learn. And yet, so often we don't ask – we presume, assume and launch. Why not ask your customers and potential customers what they think of your latest business idea before it goes live?

Traditionally this would mean utilising methodologies such as face-to-face interviewing, focus groups and telephone interviewing. However, we realise that in today's modern life, people are becoming busier and busier, which is why we decided to start up our e-panels to complement more traditional research

methods. Our panels are not just made up of consumer panelists but also include professionally-recruited business decision-makers, as well as a wide range of medical professionals from doctors through to consultants and specialist registrars.

B2B International's business panels allow you to test the market and get relevant, usable feedback before you go live. The panels provide quick, cost-effective and, above all, accurate survey results that have not been made available in business-to-business markets before.

Our total panel numbers consist of qualified, double opt-in members only. Having proprietary panels across the world's key markets means that we are a reliable one-stop shop since we have full control of all panelists. Reflecting every cross section of global business and therefore every potential customer base, through our panels we provide you with high quality, high value information obtained from senior decision-makers.



## CONSULTANCY

Our in-depth knowledge of industrial markets has allowed us to establish ourselves as information and marketing consultants.

All consulting projects are undertaken on a partnership basis where our consultancy team can offer help and guidance in bringing change to your organisation. We can help guide projects from initial concept through to completion or we can offer change management in implementing new concepts into business.

Our client base covers both the public and private sectors and our offering ranges from market segmentation and CVP conception

through to the implementation of marketing ideas and strategy deployment. We will immerse ourselves within your company so that we can understand your company culture and key issues that need targeting.

Whether your strategy is for Value Based Management, EFQM or Six Sigma, we know that company change is influenced at many different levels and functions. Through workshops with multi-functional teams we will bring wide acceptance and ownership of findings, leading to structured action within your organisation.

Our team in Europe offers consultancy services anywhere in Europe and the Americas, complementing the offering of our Beijing office, which provides similar services across Asia.



## TRAINING COURSES

As a company that is founded on decades of marketing and strategy experience, we are ideally placed to provide training courses, and do so across Europe, Asia and the Americas.

Like the other parts of our offering, our training courses combine 3 crucial aspects:

- In-depth understanding of our clients' needs
- Years of marketing experience
- The ability to base our courses on firm evidence, plus our experience of working for diverse clients across industries and the globe

B2B International offers marketing training courses, which include a series of workshops with a high proportion of practical learning opportunities, following the principle of:

### **Learn > Practise > Apply > Implement**

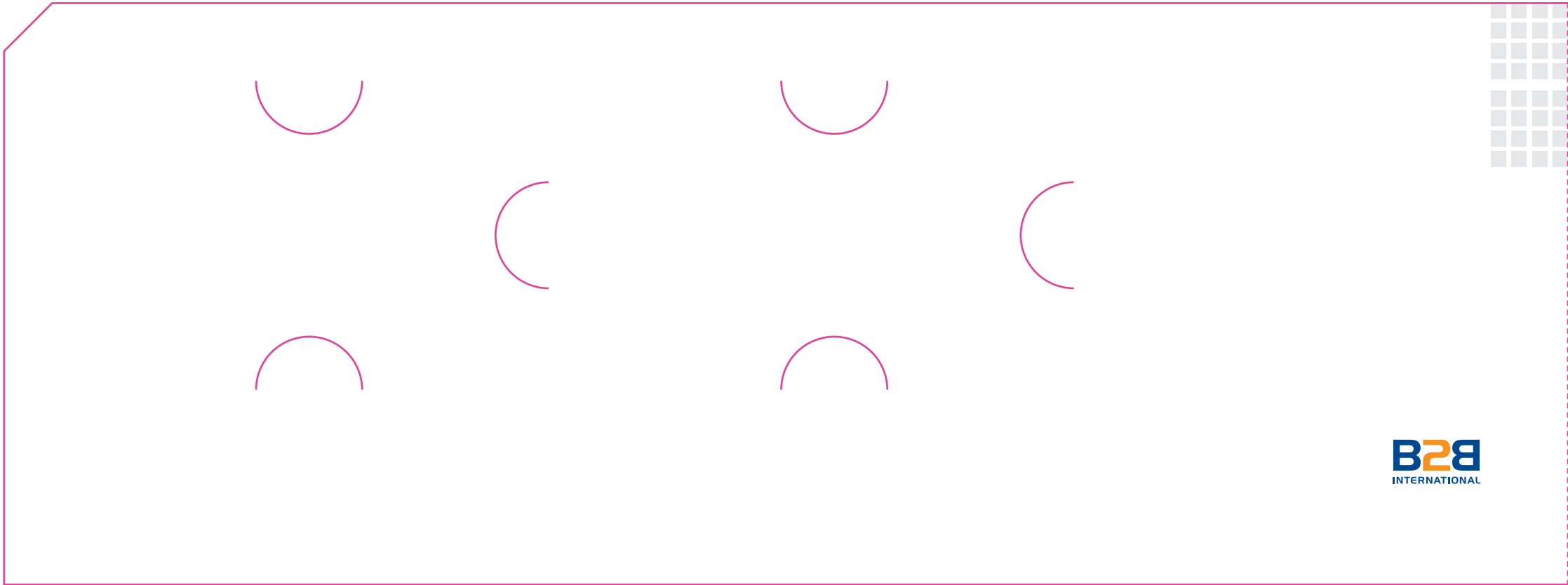
- Learn the concept, model or tool
- See how others have practised its application successfully
- Apply the concept, model or tool to your own business
- Decide how you can implement it in your business

Our range of workshops is designed to meet the needs of those new to marketing, those from a non-marketing background and more experienced marketers. The courses make extensive use of case studies from your industry and from other relevant markets.

We offer a range of bespoke and proven 'off the shelf' courses to meet your needs, whatever your team's marketing experience.

- **For junior marketers** – introductory courses to market research, marketing and sales
- **For intermediate marketers** – courses covering subjects as diverse as segmentation, pricing, differentiation and CVP development
- **For senior marketers** – high level courses focused on the development and implementation of marketing and sales strategy





**B2B INTERNATIONAL LTD**  
Bramhall House | 14 Ack Lane East  
Bramhall | Stockport | Manchester  
England | SK7 2BY  
tel: +44 (0)161 440 6000  
fax: +44 (0)161 440 6006  
email: [info@b2binternational.com](mailto:info@b2binternational.com)  
Registered in England: 3232238

**B2B INTERNATIONAL  
CONSULTING (BEIJING) CO. LTD**  
Office 1111 | Jingtai Tower  
24 Jianguomen Wai Street  
Chaoyang District | 100022 Beijing  
PR China  
tel: +86 (0)10 6515 6642  
fax: +86 (0)10 6515 6643  
email: [beijing@b2binternational.com](mailto:beijing@b2binternational.com)



MARKET RESEARCH WITH INTELLIGENCE

[www.b2binternational.com](http://www.b2binternational.com)