

Business to Business Research

Business Consulting Division is the specialist research division of SRG Bangladesh Limited (SRGB) that caters to the needs of marketers of industrial and business-to-business products and services. Our team works closely with our clients to define research objectives and design a methodology that is most appropriate and cost effective.

We ensure quality of data through our own field research team who are specially trained to meet the challenges, which are typical of industrial and business-to-business research. And we add value to the data by providing an insight into the market dynamics to assist the clients solve business problems. Every project is handled with a consulting perspective, where our consultants work in partnership with the client and provide them research based actionable business solutions.

Business Consulting Division offers a complete range of business-to-business research and research based consulting targeted at operational as well as strategic issues. These include:

Market Studies

Our comprehensive analysis provides market sizing, segmentation, trends in the user industries and overall market dynamics.

Feasibility Studies

We help our clients to study the feasibility of setting up shop in a new market or when targeting a niche market. As part of this, we do site assessment, market area determination, demographic trend analysis, competitive analysis, market demand or needs analysis. If required, we also do financial feasibility assessment services. This is done through a panel of MBA/chartered accountants whose services are sought on a case-to-case basis.

Industry Analysis

Business environment evolves as industries change and develop. We offer a comprehensive analysis of the industry. This culminates into recommendations for our client's business strategy.

Competitor Intelligence

We provide revealing information about your competitors gathered by means of interviews with key players and an analysis of secondary sources.

Market Probes

Quick and low cost study of the market based on desk research followed by a limited number of depth interviews.

Loyalty Management

- ☞ *Customer loyalty*
- ☞ *Employee loyalty*

We help our client to formulate strategies for enhancing quality, loyalty and satisfaction for their customers as well as employees. Our service goes beyond recommending action areas for improvement. We assist our clients to draw the roadmap through dissemination workshops.

At SRGB Business Consulting Division, our team **includes, engineers, economists and MBA's** who have diverse research experience in a wide cross section of product and industry segments. Our consultants are uniquely qualified to uncover insights into market dynamics in Bangladesh.

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Some of the sectors our team members have worked on are as follows:

Industry Experience	Products Experience
• Fast Moving Consumer Goods (FMCG)	• Foods (processed, snack, frozen)
• Retail & Trade	• Hotels/Restaurants
• Telecommunications	• Hot and Cold Beverages
• Computer, IT and Internet	• Finance & Insurance
• Consumer Electronics	• Confectionery & Sweet Stuff
• Electrical & Electronics	• Banking Services
• Banking & Financial Services	• Infant Foods
• Professional Services	• Travel and Tourism
• Tourism & Hospitality	• Personal Care Products
• Media & Publication	• Fashion Jewelry
• Health & Population	• Cosmetic/Perfumes
• Oil & Gas	• Lifestyles
• Energy & Power	• Toiletries
• Education	• Social Services/Products
• Environment & Climate Change	• Edible oil & oilseeds
• Steel & Engineering	• Packaging
• Agriculture & Agro-processing	• Bread & Biscuit
• Water & Sanitation	• Fruit & Fruit Processing Products
• Poultry & Livestock	• Milk & Milk Products
• Fishery	• Pharmaceuticals
• Pulp & Paper	• Toys
• Pharmaceuticals	• Detergents
• Food & Beverage	• Fertilizers and Pesticides
• Chemical & Fertilizer	• Household Durables
• Transport & Infrastructure	• Jute Products
• Hospital & Clinics	• Household Cleaners
• Textile & Jute	• Light Engineering
• Garments & Clothing	• Hospital/Clinic
• Plastics & Rubber	• Dyes & Chemicals
• Enterprise & SME Development	• Electronics & Household equipment
• Public Management & Institutional Development	• Paper & Paper Converting product

For any enquiries or further details, please call us.



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