



**MARKETPOTENTIAL**

Research & Advisory Group

*Competitive Intelligence put to work*

# Our clients

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- **Decision-Makers** needing
  - Clearly expressed intelligence
  - Actionable recommendations

*..available at the right time*

# Our markets

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- Electronic Embedded Systems
- Financial Services
- Clinical Pharmacology

# Our business

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- Competitive intelligence
  - ❑ *Requirements*
  - ❑ *Research*
  - ❑ *Analysis*
  - ❑ *Dissemination*

We are an analyst company!

# The analysis business

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- As analysts, what do we do?

We provide decision makers with the intelligence they need

- How do we do it?

We help them identify what their needs really are

We help select the processes to meet those needs

We apply our skills to help craft the products

- What products do we create?

Persuasive, perceptive and timely intelligence

Actionable recommendations

# Why should you care?

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- The information that you possess, may not be what you need.

*"Top managers' information is invariably either biased, subjective, filtered or late"*

*Benjamin Gilad, Business Blindspots*

- You still have to make the right decisions

# How can we help?

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- Independent advice
- Market insight and knowledge
- Help produce the intelligence you need



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[www.market-potential.com](http://www.market-potential.com)