



INDUSTRY INSIGHTS RESEARCH

A Methodology Overview

Many companies spend valuable time on industry and marketplace research. Key Research offers a 3rd party solution to enable this process to be run parallel to the business' core activities, freeing up internal resources.

In addition to reducing the sourcing time, outsourcing research offers:

- **High quality/low cost solution**
We have extensive experience in market based research and are members of both the UK and the NZ Market Research Societies.
- **Customised reporting**
Key Research tailors the research process and outputs to meet your requirements.
- **Improved results**
Our results help you understand the market and its key players and enable you to drive growth and profitability in a business.

Our research delivers top strategic insight into the selected research area such as low cost countries, alternative suppliers or emerging technologies.

RESEARCH REQUIREMENTS

Every research project needs to focus on the overall business goals and objectives.

Our focus is on:

- Identifying business goals and research objectives;
- Designing research to fully meet objectives;
- Delivering added value through analysis and comparisons.

RESEARCH METHODS

Depending on the project objectives, both primary and secondary research methods may be used. This can include both direct contacts with

providers or industry experts and the analysis of published information.

KEY RESEARCH ANALYSIS

The compiled data will be analysed by our highly experienced research team.

Our philosophy and mode of analysis is based on the principles of

- semiotics;
- hermeneutics;
- constant comparative analysis.

Semiotics is primarily concerned with the meaning of signs and symbols in language. One form of semiotics is 'content analysis' which is a research technique for making replicable and valid references from data to their contexts.

Hermeneutics is concerned with the *meaning* of a text or text-analogue such as an organisation, which the researcher comes to understand through oral or written text.

When hermeneutic analysis is used in a market or industry study, the object of the interpretive effort is to understand the market or industry as a text-analogue.

The aim of the hermeneutic analysis is to try and make sense of the whole, and the relationship between people, relevant organisations, and exchange processes.

Constant comparative analysis is incorporated into our research to ensure validity and inclusion of all issues relevant to the market.

KEY RESEARCH ANALYSIS

This strategy involves taking one piece of data and comparing it to others in order to develop conceptualisations of the possible relationships between various pieces of data.



Our interpretation relies on inductive reasoning processes to structure the meanings that can be derived from data.

Generally, inductive reasoning uses the data to generate ideas (hypothesis generating), whereas deductive reasoning begins with the idea and uses the data to confirm or negate the idea (hypothesis testing).

ACTIONABLE RESULTS

The research results delivered by Key Research provide reliable insights into market mechanisms and trends, enabling sound decision making.

Key areas that can be explored by white paper research include:

- New products/technologies.
- Sourcing/Outsourcing.
- Company profiles.
- Market and industry trends.
- Financial information and pricing.
- Competitor strategies.
- Organisational structure.
- Business models/strategies.
- Streamlining processes.
- Customer relationships.



Key Research is an energetic market research company passionate about market research and dedicated to helping you maximise your business potential.

Get the full facts

Working in partnership with you we can help clarify the needs, wants and perceptions of your customers and key stakeholders.

Customised business solutions

Our professional research team provides solutions that will add value to your business decision-making and to your continued success.