

TSR Global Research is a full-service market research firm based in India, with experience and skills encompassing a wide range of research activities. We have built strong capabilities in the collection, interpretation and data analysis – both quantitative and qualitative research. We provide actionable insights and superior business intelligence that helps our clients maximize business performance and achieve a competitive edge. We understand how to design studies and questionnaires, how best to get answers, and how to correlate seemingly unrelated pieces of information i.e. data integration.

We have in depth knowledge about our core job so we do believe that knowledge is of no value unless you put it into a practice and so we also understand that things which never been have doubted also have never been proven. So instil your faith in us and we will give you your desired end results and so we know, “That action is the best which procures the greatest happiness for the greatest numbers.”

Our clients always receive a personalized service through our highly skilled and focused teams of domain experts and analysts. We would be delighted to welcome you to our business and engage in a conversation as to how TSR Global Research could add value, by taking everyday problems and turning these into solutions.

The business impact of our services is felt in the form of better efficiency and cost effectiveness. We believe in a compelling mix of high quality, productivity and fair pricing. So in the end “price is what you pay, n value is what u get.” We pay dedication to every client’s success and we believe in innovation and maintaining trust and personal responsibility in all relationships.

Research is a defined as the search for knowledge, or as any systematic investigation, with an open mind, to establish novel facts, solve new or existing problems, prove new ideas, or develop new theories, Research is usually done using a scientific method.

Marketing research is "the function that links the consumer, customer, and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications."

Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior.

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to market your product. It is any organized effort to gather information about markets or customers. It is a very important component of business strategy. It is a key factor to get advantage over competitors. Market research provides important information to identify and analyze the market need, market size and competition.

Marketing research is often partitioned into two sets of categorical pairs, either by target market: Consumer marketing research, and Business-to-business (B2B) marketing research Or, alternatively, by methodological approach: Qualitative marketing research, and Quantitative marketing research.

For starting up a business, there are some important things like Market information, Market segmentation and Market Trends. Based on market research data, businesses can develop a "target audience." A target audience is a specific group of customers that has a distinct need or desire for a product or service. Market research is used to determine how often the target audience will buy a particular item, how much they are willing to pay for it, and their overall satisfaction with it. By analyzing market research information, manufacturers and service providers learn where to focus their resources most effectively.

## Market Information

Through Market information one can know the prices of the different commodities in the market, as well as the supply and demand situation. Information about the markets can be obtained from different sources, varieties and formats, as well as the sources and varieties that have to be obtained to make the business work.

## **Market segmentation**

Market segmentation is the division of the market or population into subgroups with similar motivations. It is widely used for segmenting on geographic differences, personality differences, demographic differences, technographic differences, use of product differences, psychographic differences and gender differences. For B2B segmentation firmographics is commonly used.

## **Market trends**

Market trends are the upward or downward movement of a market, during a period of time. The market size is more difficult to estimate if one is starting with something completely new. In this case, you will have to derive the figures from the number of potential customers, or customer segments

Market research consists of testing the market to determine the acceptance of a particular product or service, especially amongst different demographics. It is used to establish which portion of the population will or does purchase a product, based on age, gender, location, income level and many other variables. Market research allows companies to learn more about past, current and potential customers, including their specific likes and dislikes.