



# RESEARCH + ANALYSIS

## — OBTAIN ACTIONABLE INSIGHTS TO SUPPORT CRITICAL DECISIONS —

Think about the decisions your company faces on a day-to-day basis. Now, think about the competitive and external uncertainties that surround those decisions. Does your organization have the intelligence required to make the most well informed decision possible?

Effective strategy and decision-making requires more than just good research and data collection. It requires actionable insights that address market, customer, and competitive uncertainties that impact all strategic and tactical decisions.

At Fuld + Company, we work with clients to improve decision quality and minimize decision risk by providing intelligence analysis and assessments that address their most critical intelligence needs.

Our strategic research and analysis starts by defining the challenges, opportunities, and associated decisions and actions your company is facing, and defines intelligence needs from there. Instead of addressing a pre-determined set of questions, we work with our clients to define the decision-basis behind each intelligence requirement. In doing so, we engage your organization's decision-makers in the research and analysis process to ensure they receive relevant, timely, and actionable insights. Our intelligence assessments

have provided critical insights into strategic actions such as:

- **Strategies to increase market share** by identifying the key factors that differentiate our clients' products and services from the competition.
- **New product launch strategies** by assessing competitive and regulatory conditions and anticipating competitor responses.
- **Leveraging strategic growth opportunities** by assessing the market forces and industry trends affecting competitors, suppliers, and customers.

Following strict legal and ethical guidelines, Fuld + Co. collects intelligence from published and human sources. We conduct primary-source, customized research using sound data collection methodologies, comprehensive source identification and engagement approaches, and in-depth interviewing techniques that are highly successful. Our intelligence analysis is based on sound methodologies such as Porter's Five-Forces, Porter's Four-Corners, Win-Loss, Growth-Share Matrix, Scenario Analysis and others. Through the application of these and other research and analysis methodologies, we generate actionable judgments directly tied to decisions and outcomes.

*Don't decide blindly. Gain actionable intelligence to build robust strategies and minimize decision risk.*