

Why should we conduct marketing research?

If you advertise, a survey can enable you to spend those dollars wisely. It is also an affordable way to identify your successful products and services.

Even more, a survey can identify the unmet needs of your customers, so you can develop new products or services to meet them.

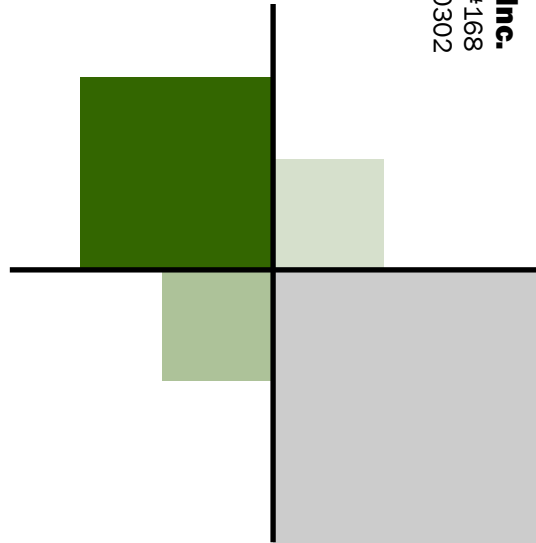
A customer satisfaction survey gives your unhappy customers an anonymous voice. They won't need to make their negative comments publicly.

A focus group tells your customers and community that you value their opinions. They provide an opportunity for customers to reveal why they like your products or services.

Our written proposal is complimentary. It's tailored for your business. It includes a timeline and a complete budget. We pride ourselves on adhering to them.

Your study is affordable; we're a local, small business, so our overhead is modest. We'll arrange a payment plan that suits your budget, too.

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Marketing Research



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Marketing Surveys

- Expand your business confidently by assessing the interest in your products and services in new communities. Choose new products and services for your present customers and community.
- Measure the success of your current products and services through a customer satisfaction survey. It can provide valuable feedback about your staff as well.
- Strategic Planning is facilitated by the systematic collection and analysis of data. Accurate projections enable you to set achievable goals for your business. The development of long-term strategies is possible.

Focus Groups

- Identify not only the products and services your customers most value, but the reasons for their choices.
- Acquaint yourself not only with your best customers, but their families, friends, and neighbors.
- Learn why customers are dissatisfied with your products and services and how you can address their concerns.
- Develop new products and services by learning your customers' unmet needs.

Data Collection

- Surveys can be conducted online, by e-mail or postal mail, or in-house distribution or administration.
- Focus groups can be by invitation for your best customers or clients; participation by community residents can occur at a special event. If your products or services require confidentiality, a private setting is provided.

Project Products

- Reports about your survey include both textual and graphic representation of the findings.
- Automated reports update statistics continually and keep current information ready for instant review and distribution.
- Newsletters report your successes, announce new products and services, and conduct brief surveys.
- Slideshow presentations are tailored for you, your staff, or your customers. They describe your successes, your goals, or your customer service.

Costs

- Initial consultation is complimentary. Our study director will meet with you to hear your vision and plans for your business.
- Customized proposal includes a research design created just to collect the information you require.
- Project costs are itemized in a budget included with your proposal. Charges are calculated by percentages of time spent by staff assigned to your project. You benefit by an economy of scale.

Please tell me about your business.

If we may facilitate your greater success, please answer the following questions. Your responses will enable me to suggest an appropriate research design.

Would you like to develop new products or services?

Yes No

Would you like to attract new customers?

Yes No

Does your business have formal goals and objectives?

Yes No

Which of the following categories describe your business?

(Check all that apply.)

- Casual Apparel
- Designer Fashions
- Children's Clothing
- Attorney
- Physician
- Fine Dining
- Casual Dining
- Other _____

(Please describe it.)

Comments:

Name

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