



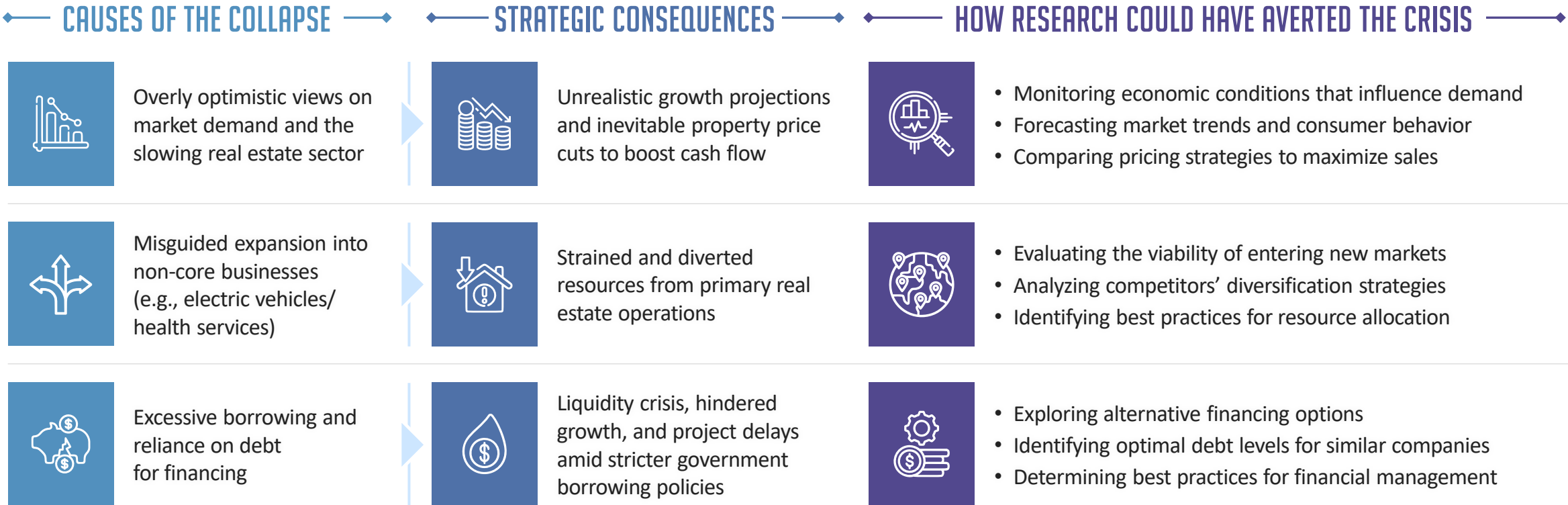
DO YOU HAVE THE RIGHT RESEARCH STRATEGY?

Infomineo's Professional Guide for Impactful Market Analysis

WHEN 'TOO BIG TO FAIL' FAILS...\$300 BILLION IN OVERLOOKED DATA

One of the significant corporate failures in 2024 was Evergrande Group, formerly China's largest real estate developer. After failing to accurately assess and predict market dynamics, the company accumulated unsustainable debt levels of \$300 billion, leading to its liquidation by a Hong Kong court.

“
It had **poor management** in recent years. It **failed to run its businesses cautiously** according to changes in market conditions, but **expanded blindly**.
- Director of the monetary policy department at the People's Bank of China -
”



*"TOO BIG TO FAIL" refers to an organization deemed so critical to the financial system that the government would intervene to prevent its bankruptcy to avoid severe economic consequences. Evergrande's debt exceeded ten times its revenue and accounted for a substantial portion of China's GDP.

COMPETITIVENESS IN DYNAMIC MARKETS: RESEARCH STRATEGIES FOR EVERY STAGE

Building and maintaining a competitive edge in the market could be challenging for both new and existing companies. It requires a deep understanding of evolving trends, consumer preferences, and emerging technologies, coupled with adaptability and effective risk management. Below are key research strategies to consider, tailored to the maturity level of your company and market:

	EXISTING COMPANY	NEW COMPANY	EXISTING/NEW COMPANY
EXISTING MARKET	<ul style="list-style-type: none">• Evaluate your current market position and the competitive landscape to assess strengths and weaknesses• Benchmark established best practices for cost-effective operations• Analyze customer journeys to enhance their overall experience	<ul style="list-style-type: none">• Benchmark competitors to identify differentiation opportunities• Track consumer behavior to develop compelling products or services• Map potential stakeholders for collaboration to gain credibility and access existing customer bases	<ul style="list-style-type: none">• Monitor emerging technologies to innovate and maintain a competitive edge• Analyze previous market disruptions and optimal risk mitigation plans
NEW MARKET	<ul style="list-style-type: none">• Evaluate market viability against diversification and portfolio objectives• Determine customer preferences to assess whether to adapt existing offerings or create new ones• Identify local sourcing possibilities to optimize existing supply chains	<ul style="list-style-type: none">• Profile companies in similar markets to identify brand awareness strategies• Analyze value chains to assess resource requirements for new products or services• Screen local players to establish effective route-to-market strategies	<ul style="list-style-type: none">• Assess and forecast market size, trends, and growth to identify gaps to fill• Examine the regulatory, economic, and political environments to ensure compliance

Key Definitions | Market: Geography, product/service, or customer segment; **Existing Market:** Customers and competitors are known; **New Market:** Customers and their preferences are unknown, and direct competitors are non-existent; **Existing Company:** Has established operations, brand recognition, and customer relationships in specific markets; **New Company:** Is operating for the first time

SHORT AND LONG-TERM MARKET ANALYSIS: THE IMPORTANCE OF A DUAL MINDSET

Markets are inherently dynamic and unpredictable, requiring businesses to **remain agile and flexible in their strategic thinking**. Achieving this balance often involves **reactive strategies to address immediate challenges and seize opportunities**, alongside **proactive approaches that shape long-term plans**. By blending these strategies, companies can effectively adapt to evolving needs and market conditions.

CHARACTERISTICS

OBJECTIVES

REACTIVE MARKET ANALYSIS



Event-Driven | Responds to specific occurrences

Short-Term Focus | Addresses immediate issues without necessarily considering long-term implications

Crisis Management | Mitigates the impact of crises or unexpected changes

- Assess **the potential of a new product or service**
- Adjust **to economic, political, or natural crises**
- Respond **to competitor actions**
- Adapt **to shifting consumer preferences**
- Address **customer requests and complains**
- Restore **public trust when disrupted**

PROACTIVE MARKET ANALYSIS



Anticipatory | Forecasts and prepares for future market conditions

Long-Term Focus | Helps develop lasting strategies that align with the anticipated market changes

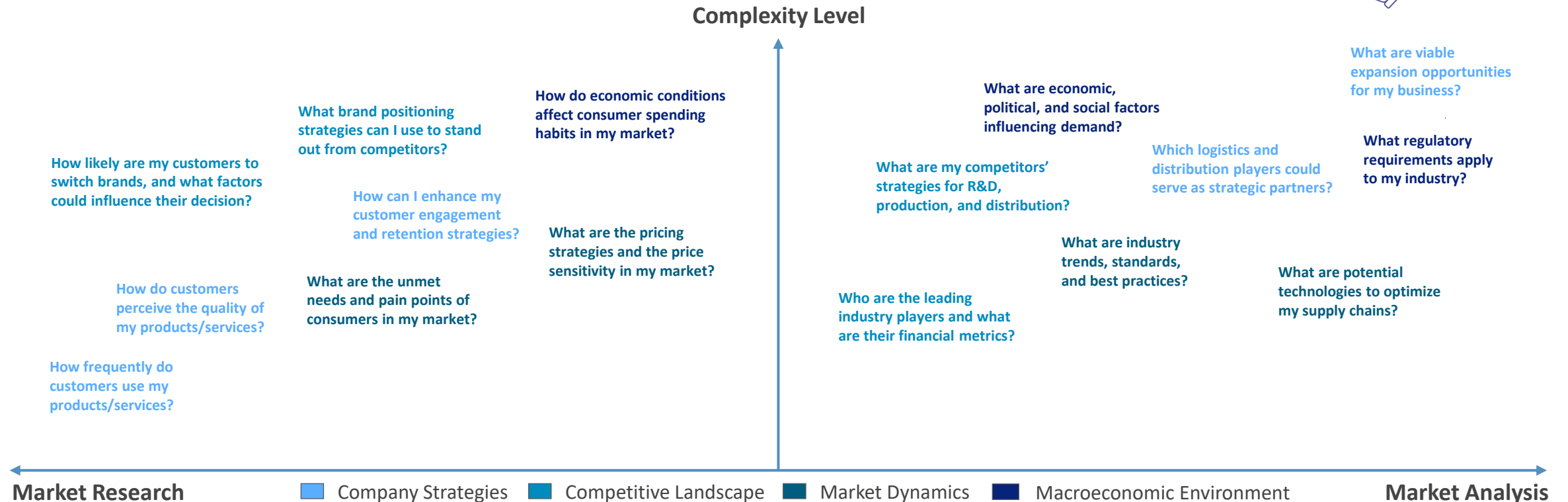
Continuous/Recurring Monitoring | Tracks market dynamics to regularly adjust processes

- Identify **addressable market gaps**
- Discover **emerging technologies**
- Develop **strategies to stay ahead of the competition**
- Spot **trends before they take traction**
- Analyze **customer preferences to drive loyalty and engagement**
- Recognize **risks early to develop mitigation plans**

THE MARKET ANALYSIS FRAMEWORK: WHERE MARKET RESEARCH FALLS SHORT

Market analysis combines market research and desk research to provide a comprehensive view of the business environment. Market research gathers primary data from customers to understand their needs, preferences, and behaviors, whereas desk research uses secondary data to solve complex business challenges. **Although market research offers customer-centric insights, it does not encompass the broader business complexities addressed by market analysis.**

WONDERING HOW WE ANSWER THESE QUESTIONS?
Check out our article "Primary Research vs. Secondary Research"



MASTERING MARKET ANALYSIS: TIPS FROM INFOMINEO'S EXPERTS

Infomineo leverages desk research and targeted market research — such as surveys and expert interviews — to meet diverse project needs. This comprehensive approach, combined with industry expertise and business acumen is essential for ensuring effective market analysis. To achieve optimal research results and project delivery, our cross-functional experts recommend the following tips:



Research Context and Scope

"Before diving into research, take a step back to understand the bigger goal. Get comfortable with industry terms and keep the MECE framework in mind to ensure your findings are mutually exclusive and collectively exhaustive."



MOHEB ISKANDAR
Business Research Associate



Research Process and Analysis

"Build on what you've learned from past projects — it's a strong starting point. Be curious when exploring approaches, cross-check your data, and stay flexible. The best insights come when you think critically and adapt along the way."



HAJAR KIWAN
Senior Business Research Analyst



Data Visualization and Presentation

"Complex data is only useful if it's easy to understand. Turn it into clear, compelling visuals that tell a story, using font size and color to highlight key insights. Most importantly, tailor your presentations to fit each client's style."



SIHAM ZAIM IDRISSE
Graphic Design Manager



AI Platforms and Applications

"Not all platforms are the same — some work better for specific tasks. To get the best results, provide detailed prompts and always verify the output, as AI isn't always accurate. And remember, never share confidential information."



DOMINGO NOFRE
Chief Technology Officer

INFOMINEO'S MULTIDIMENSIONAL APPROACH: THE CASE OF CIRCULAR CEMENT IN EUROPE

1

Our client had a bold ambition: to pioneer a new kind of circular cement that meets the building and construction sector's evolving needs. They wanted to understand its sales potential in five European countries by addressing key questions:

- ? What is the definition of circularity?
- ? How do the current market offerings align with this vision?
- ? What marketing strategy will resonate with stakeholders?

2

To answer these questions, we shifted the client's focus from broad surveys to a targeted, expert-driven strategy. We recommended interviewing 32 industry experts instead of surveying 300 potential users, emphasizing quality over quantity. Here's our full approach:



Desk Research:

Explored databases, industry reports, and press publications to frame the market landscape.



Market Research:

Interviewed governmental authorities, industry players, and engineering and architecture firms.

3

We delivered two reports that guided our client's strategy:



A Synthesized Report with country-specific insights covering circular economy opportunities, greenwashing risks, industry laws and regulations, emerging business models, and key competitors and market dynamics.



A Comprehensive Report and Marketing Narrative Guide highlighting global trends, challenges, and drivers shaping circular cement, a value chain analysis, key priorities for stakeholders, and pivotal players in the target countries.



ABOUT INFOMINEO

WHO WE ARE

Infomineo is a global pioneer in "Brainshoring" that serves leading global strategy consulting firms and over 50 Fortune 500 companies. By handling complex tasks that require judgment and critical thinking, we allow our clients to focus on their core activities while entrusting us with intricate tasks. As an ISO 27001-certified company, Infomineo adheres to the highest data security and management standards.

OUR SERVICE HUBS

Cairo, Egypt
Casablanca, Morocco
Mexico City, Mexico

LANGUAGES

English
Arabic
Spanish
French
Italian
German
Portuguese
Russian



CLIENTS



OUR SERVICES

From DATA TO IMPACT

ANALYSIS

DATA

BUSINESS RESEARCH

Getting the right insights to make better decisions

Desk Research
Expert Calls
Tech/ AI Enabled

DATA ANALYTICS

Analyzing data to extract relevant Insights and identifying trends to answers business

Business Intelligence
Data Science

COMMUNICATION

INSIGHTS

CONTENT SERVICES

Converting insights into written communication

Translation
Reviewing
Content Repurposing
Business Writing

GRAPHIC DESIGN

Presenting messages in a more compelling and impactful way

Slide Production
Document Enhancement
Creative Design

GET IN TOUCH TODAY



 **5** OFFICES

 **+350** EMPLOYEES

 **25** NATIONALITIES

 **+80%** OF OUR BUSINESS ON A RETAINER BASIS



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BRAINSHORING SERVICES