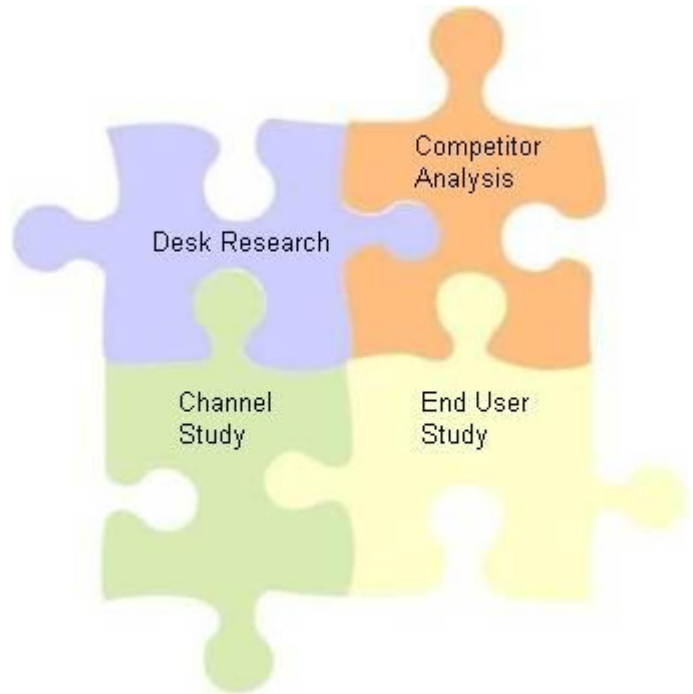


Understanding International B2B Research

4 Key Components

In an increasingly global market and with research budgets having to cover more and more countries it can be difficult to find cost effective solutions to researching new and/or niche B2B markets across multiple borders.

If a research or marketing manager wants to understand a niche market, such as large format printers or digital content creation software or any other fairly narrowly defined product market segment in Europe, The Americas, APAC or globally and has a limited budget – what can he do?



He wants to:

- size the market
- understand the trends in the market
- establish who the key players are
- take a view on the best routes to market
- understand who his end users are
- investigate their purchasing behaviour

ICAD is produced by Business Advantage, a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunication

One approach is to break the research into a number of staged studies, all designed to link together.

International B2B research is exciting and challenging, and it does not always have to be prohibitively expensive. Understanding the markets and using traditional B2B research methods combined with desk research and competitor analysis can add insight and value at an affordable price.

See our new [White Paper](#) to learn more!



s sectors.

Since 1992, Business Advantage's team of specialist researchers have undertaken B2B research on a worldwide basis and have completed information and communication technology assignments in over 100 countries, spanning 5 continents. The scale and specialist nature of our team enables us to conduct studies quickly and cost effectively.



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