

Objective:

The kinds of reports are ideal for professionals who want an objective perspective on new strategic opportunities and potential impediments to growth. This specific report profile includes a comprehensive view of the market and expands upon the elements offered in the Market Landscape report by closely examining key partnership opportunities, current distribution models and pricing methods.

The Report:

Guided by a client's distinct project needs and objectives, a TPG Analyst merges applicable expertise with relevant research findings to produce this custom report. Principal components of the report typically include:

Executive Summary

Synopsis of research conducted and significant revelations contained in the report

Technology Partnering Approach to Methodology

Details regarding TPG's distinctive analytical approach to custom research

Industry Overview

Review of key market components: size, trends, companies and products

Top Players and Business Strategies

Review of key players, including company size, revenue, business and market position strategies and patenting; includes a detailed product comparison matrix

Distribution & Pricing Models

Composite of distribution channels and pricing methods deployed in the market

Key Partnerships

Identification of key companies with strategic opportunities that will enhance market position

Market Opportunities

Identification of potential opportunities missed by competitors or trends to capitalize on in the near future

TPG's Analyst Insight

Views and commentary presented by the TPG Analyst based on expertise, the relevant findings discovered throughout the course of research and potential implications for the client