



MARKET OPPORTUNITY ASSESSMENT PROGRAM

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For those that are searching for ways to increase revenues and market share, this comprehensive market

opportunity assessment is the ideal tool to help you develop future business and marketing strategies. It will help you develop an understanding of the market opportunity that exists for your products / services / solutions in the marketplace.

WHAT WE ANALYZE

Our analysis focuses on these key elements and provides you with a picture of where your industry is headed and what the short and long term demand for your products and services will be over that period.

First, we look at customer and market perceptions and drivers of buying decisions affecting yours and similar products and services from your competitors.

- We identify, validate and profile your target markets.
- What are the markets perceptions of your organization and your existing products / services / solutions?
- How do customers and prospects perceive your organization's offerings versus competitors' offerings?
- What do customers want in terms of products / services / solutions?
- What are the current drivers and motivators for obtaining these products / services / solutions?
- What are the future drivers and motivators for obtaining these products / services / solutions?
- How can your organization motivate prospects to buy your product / services / solution offerings?
- What are the unmet market and customer needs?

Then, we look at current demand and growth opportunities for the customer / industry segments that you serve or may want to serve based on current / future opportunities.

- What is the current and future demand for these products / services / solutions?

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- What is the size and what is the growth rate of this segment?
- What product / service offering does your organization need to develop and offer to this audience to attract a larger percentage of the marketplace?
- What are the market and industry trends affecting the purchase of your products / services / solutions in the marketplaces?
- What are buyers spending on these products / services / solutions?
- What opportunities exist for your organizations existing products / services / solutions?
- Are there opportunities for your organization to create new product offerings / services / solutions?
- Are there opportunities for expansion into new markets and market areas?
- What products / services / solutions does your organization have to develop to attract new customers both domestically and internationally?
- What are the product and service requirements of the marketplace, both short and long term?
- What opportunities exist for creating and establishing partnerships and alliances?

WHAT YOU RECEIVE

You will be presented a summary report that provides a picture of where the industry is headed, what the short term and long term demand for your products and services will be and make recommendations for your organization to take advantage of these trends and opportunities.