

BIS Shrapnel Market Research



Market intelligence and forecasting – know your market and plan your future.

BUILDING FORECASTING

Our Scope:

BIS Shrapnel Market Research offers a unique package of market intelligence gathering and demand forecasting, providing clients a detailed profile of their current market, and positioning them to take advantage of future trends. BIS Shrapnel Market Research assists clients with:

- Competitive intelligence gathering
- Strategic planning
- Market positioning
- Market development
- New product development
- Market entry strategies
- Marketing communications
- Market size estimates
- Perception and attitude feedback
- Client and customer satisfaction surveys

Our clients are then positioned to:

- Make more astute decisions through greater understanding of current market conditions
- Be more aware of competitors through independent up-to-date competitor profiling
- Improve their short, medium and long-term planning strategies through increased awareness of future trends

Business-to-Business Research

BIS Shrapnel has extensive experience in business-to-business research. Utilising experienced senior consultants, we regularly interview senior personnel across a range of industry sectors, undertake competitor analysis and collate information to develop industry and new product development profiles.

Consumer Research

BIS Shrapnel offers both syndicated and private client research. We regularly undertake large-scale household surveys (ranging from 3,000 to 10,000 respondents nationally) collecting feedback across a range of products and issues. Significant economies of scale can be derived from utilising our regular surveys as a tracking tool or to develop a market profile.

Forecasting and Economic Analysis

Our forecasting capabilities encompass both short and long-term forecasts of financial, economic and market conditions. Clients utilise our forecasts for short-term budgeting and long-term planning, policy assessment, project analysis and strategy formulation.

The Company:

BIS Shrapnel has been servicing clients in Australia since 1964, when the company was founded by leading economic forecaster, Philip Shrapnel. The company expanded rapidly in the 1970s, and in 1980 formed a worldwide network with UK-based BIS Group. BIS Shrapnel is now fully Australian owned with local offices in Sydney and Melbourne.

Contact Us

If you have any queries, or would like us to quote for a research project, please call or email a member of the **BIS Shrapnel Market Research team:**

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