



## Research Services

We offer professional market and business research that delivers insights to clients enabling them make more informed decisions and strategic actions.

Our business research team collects data points through multiple sources using a mix of qualitative and quantitative approach thus building up a consultative report after analyzing the data. Our clients have used these reports to take strategic actions based on the results of these studies.

Our round-the-clock market research team conducts primary and secondary research to collect information on various studies that enable our clients to get valuable market insights and consumer behaviors.

We advise clients of blended research options using multiple research and evaluation techniques and yet derive greater insights by reducing the research costs. Our proven methodologies have helped several clients to get faster results.

Our research besides answering the key questions such as where and how many, includes observations, limitations and opportunities, barriers and challenges, evaluative summary and strategy recommendations.

Our quality control procedures not only pledge reliable data to our clients, but also comforts our respondents on confidentiality of their information. Our clients include leading market research & consulting firms, recruitment firms, technology firms, corporations & organizations worldwide.

## Facing Business Challenges? We Research, Analyze and Report Solutions

### Services offered:

- Company intelligence report
- Market intelligence research
- Competitor intelligence
- Contacts Research
  - Gathering contact names based on given criteria
  - Gathering phone number and email address of individuals or companies
  - Mining Resumes, profiles matching open job requisitions



Our services are fully customized, flexible and scalable up or down to suit client's requirements. We work with clients to deliver customized research. For more information about our Research Support Services and to find out more about why we are a wiser choice than other providers, please feel free to get in touch today.



## Case Study: Market Research

### Client Profile

A large American sports apparel brand was planning to build a new operating group focused on innovating and expanding their specialty fabric and footwear business in a challenging market.

### The landscape:

With advancements in machinery, the talent market for cut and sewn fabrics was down since the last few years. The brand's business challenge was to uncover pockets of growth and establishing their R&D division and get its fair share of category sales compared to competitors. The cut and sew apparel workers in the US has been steadily declining each month and many sewers are immigrants. Posed with heavy talent shortages, the client recruiting and staffing teams engaged KGI SL to help.

### How KGI SL helped?

KGI SL helped them by conducting an extensive market research survey uncovering the following:

- ✓ The market and employment size for cut and sewn products industry
- ✓ Job market analysis - covering big data analysis of 1 year nationwide jobs
- ✓ Immigrant statistics - covering cut and sew talent
- ✓ Compensation analysis - covering the target positions to fill
- ✓ Innovations in the fabrics sector and opportunities
- ✓ Talent pools across the US from competing & non-competing firms
- ✓ Government opportunities - worked out community hiring plan with the Mayor's Office of Employment Development
- ✓ Identified sources and creative strategies to advertise and attract talent with prioritization for all recommendations
- ✓ Put together a well thought out plan, and set up an effective attraction marketing strategy, applicant processing & response management process



### The Result:

- ✓ Deep insights discovered from research added value to both the client recruiting and business teams
- ✓ Helped identify the localities where relevant talent is concentrated enabling business decision in establishing the client R&D unit
- ✓ Helped increase brand awareness, get quality leads and improved recruiting timelines through attraction marketing strategy