

Custom Research

Morgan & Company is committed to support client business planning initiatives through value-added, technical research and analysis.

We are dedicated to a research approach which results in actionable market information and recommendations.

Each project begins with a clear understanding of the client's needs.

All research is conducted on a proprietary and confidential basis.

The end-result is a report that includes an overview, observations, recommendations and optimal future strategies based on the completed research.

Approximately 80% of projects are automotive-industry related.

The others are conducted for a wide range of markets including consumer products, healthcare, telecommunications; as well as service organizations such as law firms, corporate security/investigators, executive protection firms and advertising agencies.

Typical Projects Include:

Market Studies - Component Analysis

Acquisition & Joint Venture Analysis

Manufacturing Processes and Trends

Materials Usage and Trends

Patent & Trademark Research

Competitive Intelligence / Organizational Profiles

Value-Added Option Rates and Forecasts - Automotive

Advertising and Promotional Strategies

Primary Market Research

**Morgan & Company, Inc.
Automotive Research, Analysis & Forecast Services**

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