



## Could your business benefit from primary market research?

Whatever the size of your company, you'll find that research strengthens the bonds between your company and its buyers. The bottom line is this: *People like it when you ask for their opinion.* They feel they are contributing to your company's success—and you learn more about their perceptions of... your company identity, your competitors, new markets and products for your company.

### STEP is pleased to offer Bulletin Board Focus Groups

Focus groups bring together a small number of people (usually between 4 and 15, but typically 8) with a moderator to focus on a specific product or topic. Focus groups aim at a discussion instead of on individual responses to formal questions, and produce qualitative data (preferences and beliefs) that may or may not be representative of the general population. The Bulletin Board Focus Group sessions are conducted online which allows respondents from all over the world to gather, electronically for a more representative sample. Often respondents open up more online than they would in person, which is valuable for sensitive subjects.

*This is an excellent tool to gain feedback on products, customer service, purchasing patterns, web sites, advertising materials, employee satisfaction, conference/workshop and tradeshow follow up!*

For more information please contact your Market Intelligence Specialist at STEP:

SILVIA FUGEL, MANUFACTURING SECTOR  
933-6512

BRYNNA BERGERMAN, MULTI-SECTOR  
933-6559

DOUG O'BRIEN, AGRI-VALUE SECTOR  
787-5708

JEFF THACKERAY, TECHNOLOGY & PROFESSIONAL SERVICES SECTOR  
787-4103