

May 3, 2010 - infoAnalytica Introduces Business Research and Market Research Solutions for Global Corporations and SMBs

infoAnalytica Consulting has announced the introduction of specific research solutions that fulfil specific commonly recurring research needs at organizations ranging from small and medium businesses as well as global Fortune corporations.

"These product bundles are variations of our existing service lines that we have perfected over time, that bring out analyses that is pertinent to almost every business. Most people would not want to enter a market without doing their homework, and our pre-start-up package, "Genesis" makes it easy for companies to pinpoint opportunities, key careabouts and pitfalls before entering their market of choice", says Amit Gupta, CEO of infoAnalytica. "The bundle approach also helps our customers throughout the research design and objectives phase early in the project, since expectations and deliverables are better aligned." These packages consist of thorough Market Scanning to identify 'white spaces' in the domain a customer desires to venture. They comprise market sizing and segmentation studies; a market characteristics study that includes an analysis of key players, products and services, consumer behavior and demand analysis; market trends study; distribution mechanisms if applicable, and so forth.

iA presently offers the following research bundles fulfilling a range of objectives:

- MarketEye – Market Opportunities
- MarketMirror – Market Perception Reviews
- Symbiotica – for Partnering and Partner Opportunities
- Genesis – Pre-startup Market Scanning
- Competitive Neosis – Competitive Opportunities and threats
- Vendor Analytics – Vendor or Service Provider selection

About infoAnalytica:

infoAnalytica helps customers acquire critical market intelligence, valuable business insights, compelling content and cutting edge internet marketing to stay ahead of competitors. infoAnalytica has been operational since 2003, and has extensive expertise in outsourced Knowledge Processes spanning Business Research and Analysis, Financial Research and Analysis, Statistical Analysis, Social Media Solutions, Marketing and Technology Consulting. infoAnalytica has served over 250 global clients during this phase. These include Technology companies, Telecommunications firms, Publishers, Information and Media companies, Analyst Firms, Consulting Firms, Retail organizations, Healthcare providers and more. For more information visit www.infoanalytica.com