

Too many research projects –  
too little manpower?

Stuck with market research  
on top of marketing?

*We can help.*



## Service Portfolio

### MRC as your external market research department

*We take on the planning and execution of all your market research tasks*

in the same way a large in-house market research department would but with the difference that we are a highly flexible resource.

Outsourced, yet we function as if we were a part of your company – whenever you need us.

### MRC as your extended market research department

*We support your in-house market research staff in times of capacity or personnel shortages*

so that all your market research projects are carried out on time.

MRC as your „extended workbench“: we are there for you whenever, wherever and for whichever tasks you need us, with no overhead costs.

### MRC market research consulting & workshops

*We offer support and consultancy services that cover the entire range of corporate market research from planning and conception to interpretation and reporting*

- Insight management
- Innovation workshops
- Assessment of market research methods
- Agency selection and contracting
- Knowledge management
- Market research processes
- Best practice

### MRC trainings & workshops for marketeers and market researchers

*We provide trainings for you and your team in market- research-related marketing topics as well as in general aspects of market research*

- Using consumer insights to more business success
- The art of writing good concepts
- Basic and advanced market research training
- The way to new products
- Further custom-tailored trainings

**Don't hesitate to contact us!**

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