

Market Intelligence



Verity's Market Intelligence provides businesses with the valuable insights to make informed decisions, develop long-term strategies, and stay ahead in today's competitive market place.

Advantages of Market Intelligence

Stay Ahead of the Competition

Differentiate your company's product or service from other competitors, and strengthen them.

Identify New Opportunities

Expand your company's presence, identify new market entry, and offer new products or services.

Minimize Risks

Recognize and minimize potential risks of business decisions or investments.

Enhance Corporate Identity

Make sure your company's corporate identity is consistent and its positioning stays strong.

Develop Business Strategies

Plan effective marketing and business strategies with a comprehensive overview of the market.

Improve Customer Service

Learn and understand your customers to better serve their needs.

The 5 Areas of Assessment in a Competitive Environment

When conducting market intelligence, our clients will first examine their current situation, we will then identify the area to assess and select the best approach to target the issue that is affecting the business.



Competitors

Make improvements to company's weaknesses and boost the strengths by learning about the competitors.

Markets

Gain insights into the current market or new markets with comprehensive market research.

Staff

Ensure proper representation, product management and execution throughout the frontier of the company.

Suppliers

Examine suppliers' capabilities and business practices to make acquisition decisions with data collected.

Customers

Identify customers and tailor products and marketing effort around customer needs.

Team Up with the Right Partner

Gain clarity about your company's position in the competitive marketplace affects all core areas of your business. At Verity, our market intelligence service enables you to make informed decisions from marketing, investment plans, to long-term business strategies.

Below are 5 good reasons why you should choose us as your market intelligence partner.

1. **Tailor-made plan**

We offer a wide range of research methods such as mystery shopping and market research with investigation strategies in order to provide flexibility and customization for your needs.

2. **Beyond data collection**

General research and survey methods are great for gathering information and analysis, but often there is a great deal of untapped information that can provide greater insights into your market. With our service, we also provide intelligence tapping into specific areas required to prevent potential risks, ensure fair competition, and improve your company's plans, decisions, and operations.

3. **Accurate intelligence**

Internet is an excellent tool for research, but information collected is not guaranteed to be correct and the most recent. At Verity, we aim to gather the most up-to-date data and intelligence to provide you with real-time accurate information.

4. **Legal practice**

We help you gain knowledge of the marketplace and competitive environment by legal and ethical collection for all information.

5. **Confidential and discreet**

We provide confidential market intelligence and advice. Our discreet arrangements can also help gain hidden insights that other third party services may not provide.

To learn more about Verity's Market Intelligence services,
call us at (852) 2581 9696 or email to info@verity.com.hk