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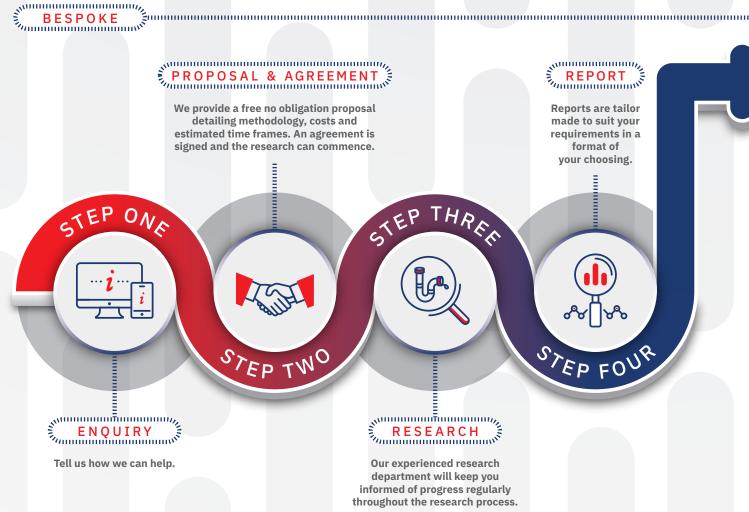
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- Research and planning to support the successful launch of new products or ranges including feasibility.
- Competitor review products, ranges, market positioning, profitability, strengths, weaknesses.
- Supply chain analysis, market mapping.
- Strategic organisational review including competitive positioning, critical success factors, SWOT analysis.
- Assessment of procurement processes including key influencers and their major selection criteria.
- Attitudinal Research assessing the awareness and perception of a company or product amongst the customer base.

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