

# When to Consider a Primary Research Partner

Fletcher/CSI®

Many companies have internal CI functions which can address most, but not all, CI research requirements. One key area where internal CI functions are limited is primary research.

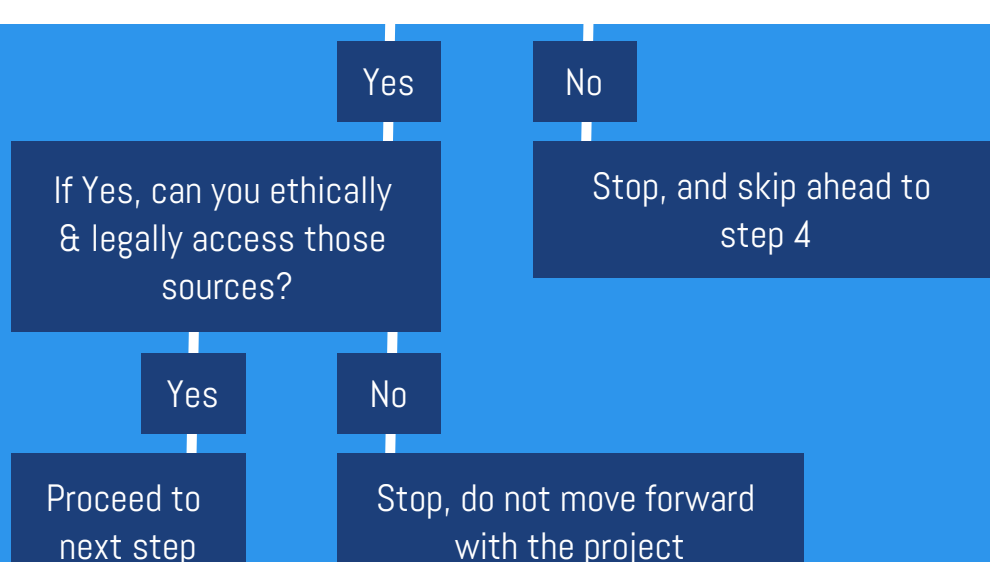
Knowing when to engage a primary research partner can save the internal CI unit time and frustration and provide unique information that is only available through effective primary research. Fletcher/CSI, a global leader in ethical primary CI suggests following this simple flow chart to determine when to engage a primary research partner.

## Steps to Determine If It's Time to Engage a Primary Research Partner

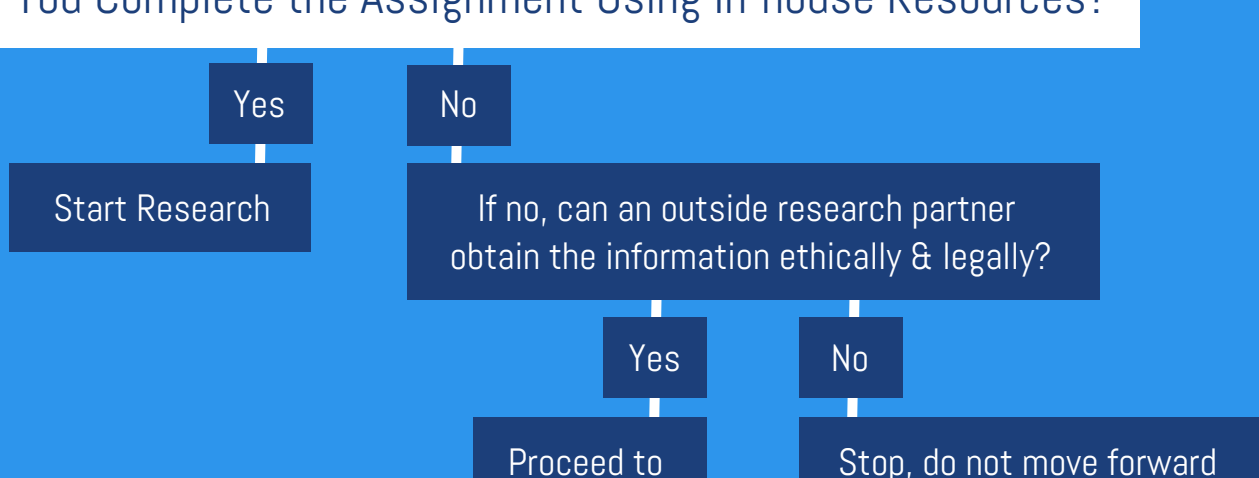
### 1. Can the Request Be Completed Using Ethical & Legal Means?



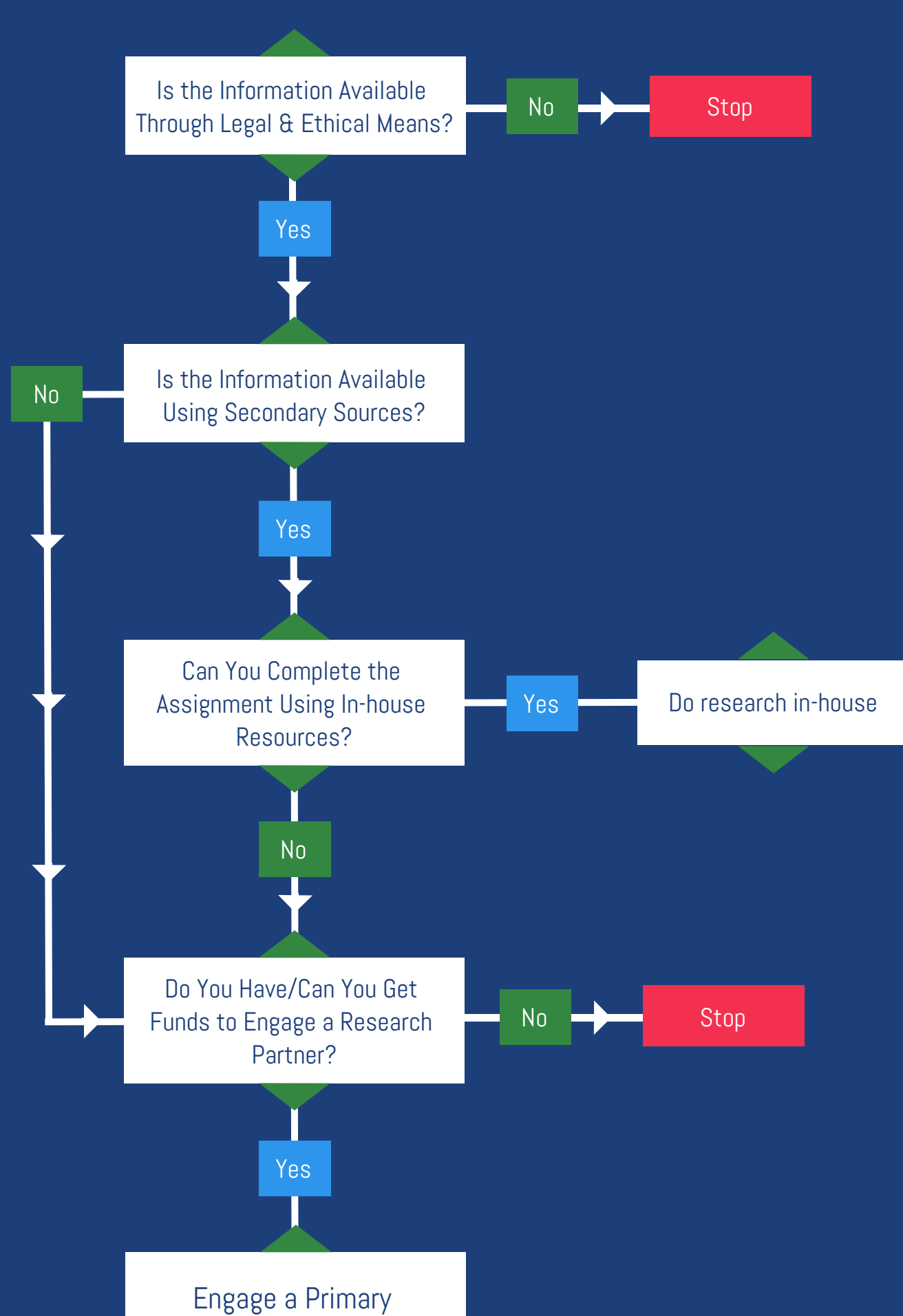
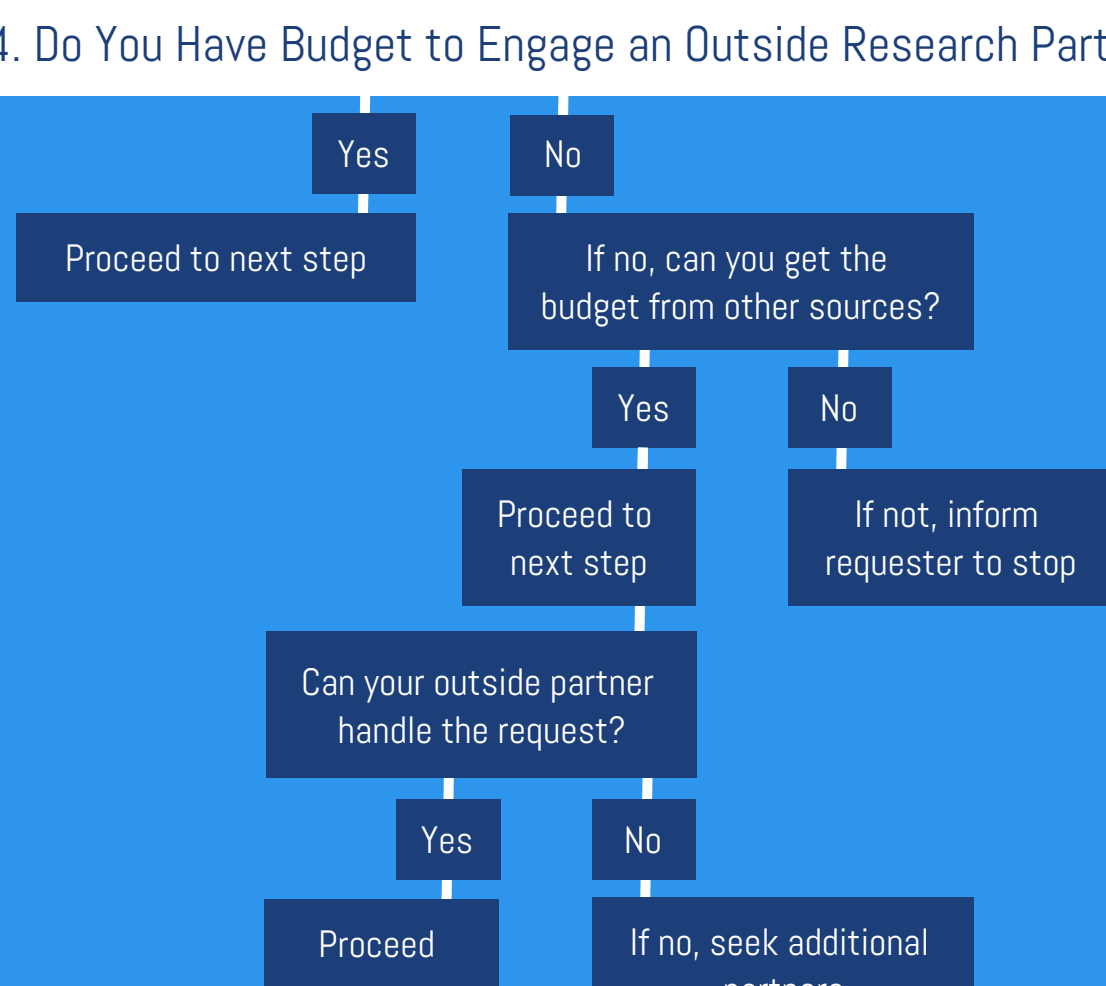
### 2. Is the Information Available Through Secondary Data Sources?



### 3. Can You Complete the Assignment Using In-house Resources?



### 4. Do You Have Budget to Engage an Outside Research Partner?

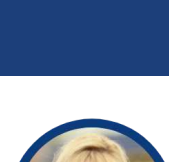


Under-utilization of primary data may diminish the value of the competitive intelligence function and makes your organization more vulnerable and at risk of surprises.

Specific topics that often require primary research include:

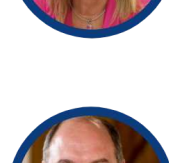
- Competitor Profiles
- Marketing and Sales Force Assessments
- Pricing and Packaging Strategies
- Competitor Sourcing and Supply Chain Strategies

## Learn More Today!



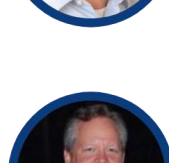
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