



MANAGEMENT CONSULTING • INVESTMENT BANKING
for the CONSTRUCTION INDUSTRY

CUSTOMIZED RESEARCH STUDIES

Other typical studies conducted by FMI's Research Group include the following:

DUE DILIGENCE

During acquisition due diligence for both strategic and private equity investors, FMI conducts research to identify risks and opportunities related to the acquisition candidate. Frequent areas of focus include market size, growth trends, competitive positioning, and trends that impact the resultant value of the target firm.

SALES FORCE ASSESSMENT

FMI provides an objective experience-based review of the client's sales effectiveness. Typically performed for industry suppliers, this assessment looks at both the skills of the sales organization and the results achieved compared to direct and/or indirect market opportunity. 360° input, including customer feedback, may also be included in the assessment.

COMPETITIVE ANALYSIS

Understanding the competitive landscape is crucial for enhancing performance for contractors and industry suppliers. FMI's research in this area includes identification and profiling of key competitors in the market; identification of these firms, strengths, weaknesses, and perceived market strategies; as well as evaluating market trends and future opportunity in the market.

PRODUCT AND DEVELOPMENT/COMPETITIVE PRODUCT REVIEWS

Product manufacturers frequently require third-party research to secure customer and work input related to new and existing products. This research frequently focuses on the importance and value of various product attributes and, in the case of existing products, the performance of various competitive products. From this research, suppliers have additional field-based input from which to make more informed development distribution, marketing, and pricing decisions.

FOR ADDITIONAL INFORMATION CONTACT

John Hughes
Vice President
FMI Corporation
5171 Glenwood Avenue, Suite 200
Raleigh, NC 27612
jhughes@fminet.com
P: 919.785.9224
F: 919.785.9320