

Research.bm finds its market niche flourishing

By Robin Holder

Research and marketing company Research.bm is building a name for itself in the niche market of providing raw data to marketing and public relations departments Islandwide.

Research.bm provides a full range of qualitative and quantitative research in all industry sectors, including banking, insurance, Government, hospitality, healthcare, and in telecommunications.

"There is a demand for our services because there is a growing awareness of research which is why we have had to upgrade to new office space," Research.bm Director of Research Nosheen Syed said yesterday. Last week the company moved to a larger location at Sterling House, 16 Wesley Street, Hamilton, as a result of increasing demand.

Research.bm was established in September 2003 and spearheaded by Ms Syed who came to Bermuda from Canada.

A certified focus group moderator Ms Syed has over 12 years of experience in market research and has moderated over 1000 focus groups and in-depth interviews in Canada, the US and the European Union.

Ms Syed said market research can help a company to obtain growth and revenue because they will have a better knowledge of their customers and clients, for example

what motivates them to purchase.

"We focus exclusively on market research. We don't focus on advertising or public relations - market research is the only thing we do. "We are a market leader because have an employee pool of twenty five trained and



Photo by Tamell Simons
Research.bm Director of Market Research Nosheen Syed

qualified telephone interviewers who clearly understand how to probe, when to probe and get the most substance from a question."

Research.bm is the first company to create a local call centre with interviewers with expertise in focus groups, one-on-ones, telephone polling, mail surveys, Internet polls, intercept studies,

mystery shopping and syndicated studies.

"A company may come to us to understand how they are positioned in the market, how their competitors see them and what their strengths and weaknesses are and we can help them to build a solid

plan to achieve its results."

"Eighty percent of any business plan is marketing and if marketing is the engine of car, then market research and marketing can fine tune that engine," she explained. "If clients want to know their customers they can come to us and we can found that out for them.

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