



Decisions become easy

Ten reasons to use SVP (UK)

1. *Save time and money*

- Fast service to meet your requirements
- Free up internal resource to focus on their areas of expertise
- Cost effective service – we have the resources and expertise

2. *Increase profits*

- Qualified leads can result in a higher success rate when looking for sales
- Effective negotiation can result in higher margins
- Reduced risk

3. *Be in the driver's seat*

- Understand markets before you make the decision to enter them and commit a lot of capital and resource

4. *Develop a sustainable strategy*

- Place products effectively
- Manage resources efficiently through a better understanding of the market
- Avoid poor decisions that are costly
- Identify the best channels by market

5. *Improve channel management*

- By understanding the market, you will be able to negotiate with local agents and distributors effectively and set realistic performance targets for the local market

6. *Have a full picture of the market*

- Obtain up to date, accurate information about competitors, products, distribution channels, demography and regulation in markets

7. *Get business relationships off to a good start*

- Potential clients and distributors will appreciate your knowledge about the market

8. *Information that is specific to your needs, when you need it*

- SVP (UK) provides specific information that fulfils your needs, not generalist information. Our work informs your decision making rather than confusing it

9. *Expert help worldwide*

- SVP (UK) operates in nearly 40 countries worldwide and has over 600 experts – our team are there to improve your success

10. *Financial aid is available*

- Did you know that it might be possible to get government funding to pay for up to 50% of the cost of business research work?

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