



OMDCnet®

A Global Trade and International Business Information Portal

Overseas Market Development Corporation

OMDC Scout™

Customized Global Market Research and Intelligence Gathering Service

Cost – \$200/hour

OMDCnet® Members and VIP Subscriber Discounts Apply

Have you ever wondered how to get viable international market research and competitive intelligence without spending a fortune? *OMDC Scout™* can provide you with premium global business news, industry sector research, and market channel intelligence on either a one-time or continuing basis at an affordable rate.

Most small to mid-sized companies conduct intelligence gathering in an unstructured manner and without a clear strategy, if at all. If your company is interested in global business, gathering information on the international level about market conditions, competitive intelligence, and industry trends can be critical.

For example, are you aware of the following?

- New products your competitors are introducing

- New investments your competitors are making
- New trends affecting your industry
- Your global competitors – their size and number
- Price of competing products
- Market leaders in your product sector globally
- Financials on your global competitors

OMDC Scout™, a customized international market research and competitor intelligence gathering service, may be just the edge you need to stay ahead of the competition in the global market. We search a combination of public, private, and fee-based online business research sources to bring you breaking news and information according to your company's specific needs.

Benefits of the Service:

- *OMDC Scout™* information professionals limit your cost by crafting the search process to deliver a solution quickly and affordably.
- Your research can be fine-tuned to deliver only the information you want, with reports prepared in a way that limits information overload.
- Reports help you make intelligent business decisions based on the latest factors and issues driving the industry.
- By keeping up with the latest trends in your industry, you can be the first to develop new products geared to current market demand.
- Knowing the competitive market situation will help your company develop better overall business policy and strategies to compete effectively in the global market.
- The latest news from your industry sector will give you a clearer overall picture of the market to guide you in shaping overall strategy.

For more information on *OMDC Scout™*, or to discuss a specific research project, contact Mr. Alan D. White, Director of Global Operations, at +1.609.252.0001

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