

## CASE STUDY

*identifying opportunity through custom research*

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### **Feasibility Research**

#### ***The Issue:***

A software provider wanted to introduce a new inventory management product. Inventory management was a new application for the company and it wanted to gauge interest in the product among potential customers. They needed to survey Fortune 1,000 supply chain managers, a challenging respondent group for which they had no customer list or other means of readily pre-identifying or contacting potential respondents. Also, the concept's complexity presented a logistical challenge. Respondents would need to read a written concept description during the interview.

#### ***The Solution:***

MRSI identified a good source of qualified respondents for a telephone survey. At the appropriate point in the survey, respondents were directed to a secure website that enabled them to view a written description of the concept.

#### ***Business Implication:***

Although there was appreciable interest among supply chain managers in the client's comprehensive solution, the client had a strong barrier to entry in that it had little name recognition or credibility for this type of application. As a result, the client decided to acquire a recognized competitor in this market, and launched the new software under the acquired company's name.

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