



Mordor Intelligence

Market Intelligence & Advisory

Information Brochure |

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www.mordorintelligence.com

Your growth
partner



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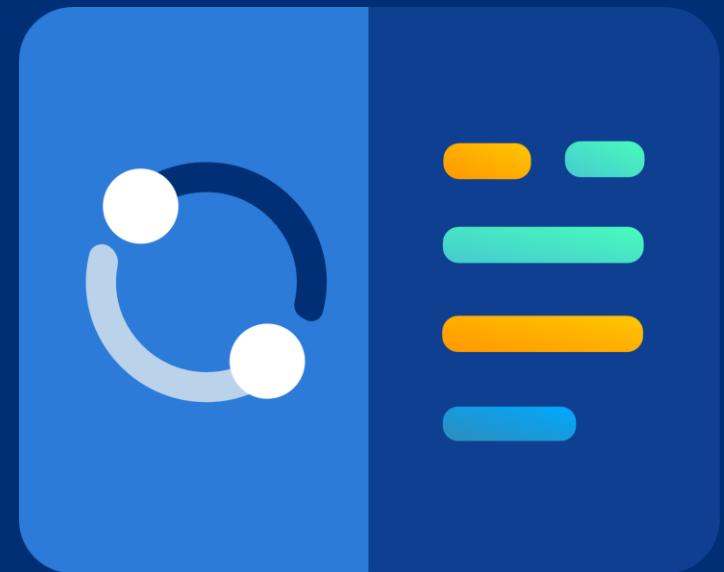


OUR SOLUTIONS

OUR RESEARCH METHODOLOGY

OUR ENGAGEMENT FRAMEWORKS

WORK SAMPLES



About Us



OVER A DECADE OF
CLIENT SUCCESS



HANDCRAFTED
RESEARCH SOLUTIONS



IN-DEPTH
CONSULTATION



REAL-TIME INDUSTRY
TRACKING



DEDICATED
ANALYST SUPPORT

SNAPSHOT

On-the-ground industry experts in
100+ countries



5500+
Clients served globally



10000+
Projects delivered



550+ In-house Analysts



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Why Us

We are a market intelligence and advisory firm with a mission to map complex business ecosystems across the globe for our clients, thereby predicting butterfly effects better



Distributed Expertise



Our network of on-the-ground experts in 150+ countries from across 14 domains enables us to provide right perspectives in real-time, based on the latest data and insights

Strategic Location



We employ some of the best and brightest minds in India to serve your requirements, and we leverage our location to pass on significant cost savings to you

Robust Methodology



Our core competency is in gathering intelligence from the right sources and vetting information to provide insights for your strategic decision making

Our Clients: An Illustrative List

BASF



HONDA



MITSUBISHI



APPLE



JOHN DEERE



SUMITOMO



TOTAL



BAYER
CROPSCIENCE



SHELL



Microsoft



DOOSAN



Honeywell
International



Facebook



Saudi Aramco



PwC



Accenture



Deloitte



McKinsey



BCG



KPMG



Ernst & Young



Our Clients: An Illustrative List

ABU DHABI NATIONAL
OIL COMPANY



SONY

SONY

SCHLUMBERGER

Schlumberger

TOSHIBA

TOSHIBA

HITACHI

HITACHI

SAINT-GOBAIN



SIEMENS

SIEMENS

LG



EXXON MOBIL

ExxonMobil

HALLIBURTON

HALLIBURTON

SCHNIEDER
ELECTRIC



CATERPILLAR



PANASONIC

Panasonic

SAMSUNG

SAMSUNG

FUJIFILM

FUJIFILM

AstraZeneca



GE HEALTHCARE



Reckitt
Benckiser



Roche



GSK



BUREAU VERITAS

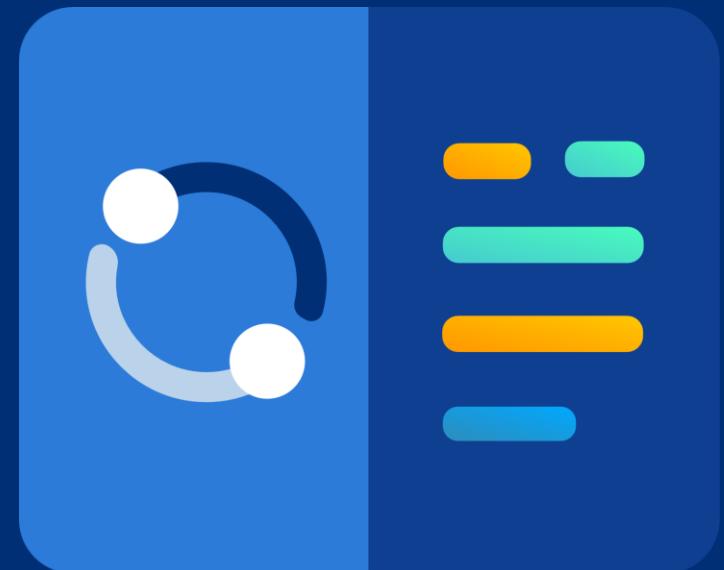


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Our Solutions

Ready-to-use Market Reports

18,000+ off-the-shelf reports for ready consumption across industries

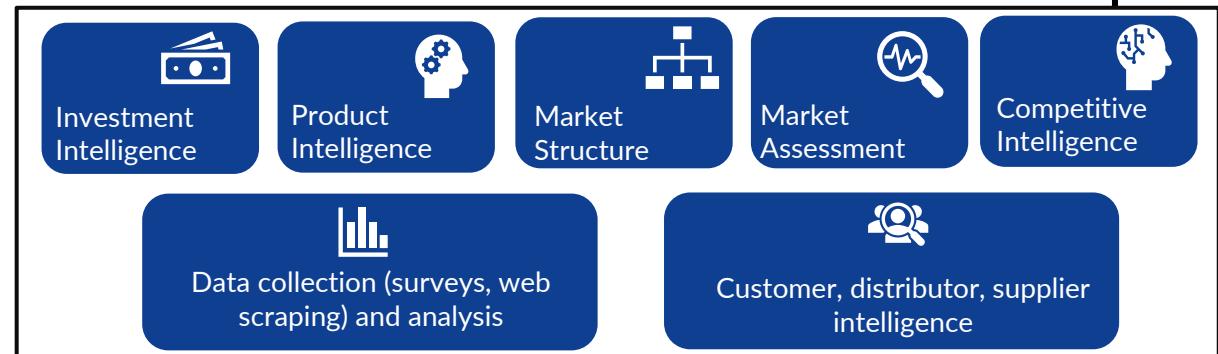
Customized Market Intelligence

Tailored solutions for in-depth, unique needs

Industries



Intelligence & Advisory



Our Solutions: Industries Covered

ICT	Chemicals and Materials	Consumer Goods	Packaging
<ul style="list-style-type: none"> » IoT, Big Data, M2M » Analytics » Cloud Computing » Information Technology » Data Centers » Software & Solutions » Telecommunications » IT Hardware » Internet » Security » Advanced Technologies 	<ul style="list-style-type: none"> » Adhesives & Sealants » Advanced Materials » Aromatics and Intermediates » Composites » Construction Chemicals & Materials » Metals, Ceramics, Industrial Materials » Paints & Coatings » Plastics, Polymers, and Elastomers » Specialty & Fine Chemicals » Water & Wastewater Treatment 	<ul style="list-style-type: none"> » Apparel, Footwear & Accessories » Appliances » Cosmetics » Furniture » Household Care » Luxury Goods & Services » Personal Care » Recreational Goods » Sports & Fitness 	<ul style="list-style-type: none"> » Packaging Materials & Types » Food Packaging » Beverage Packaging » Pharmaceutical Packaging » Household Packaging » Personal Care Packaging » Industrial Packaging » Advanced Packaging » Country-Level Packaging Industry Analysis » Packaging Equipment 
Electronics	Energy & Power	Automation	Healthcare
<ul style="list-style-type: none"> » Semiconductors » Sensors » Optoelectronics » Electrical & Electronic Components » Display Technology » Security & Surveillance » Monitoring & Testing Equipment 	<ul style="list-style-type: none"> » Power » Oil & Gas » Renewables » Energy Efficiency » Engineering, Procurement and Construction 	<ul style="list-style-type: none"> » Industrial Automation & Process Control » Robotics » Engineering Products & Components » Building Automation » Logistics Automation 	<ul style="list-style-type: none"> » Disease Landscape » Healthcare IT » Medical Devices » Pharmaceuticals » Biotechnology » Veterinary Healthcare » Healthcare Services 

Our Solutions: Industries Covered

Agriculture

- » Agricultural Commodities
- » Agricultural Machinery & Tech
- » Crop Protection
- » Fertilizers & Seeds



Food & Beverages

- » Food
- » Beverage
- » Processed Food
- » Food Additives & Supplements
- » Food Ingredients
- » Food Service



Automotive

- » Parts and Components
- » Automotive Technology
- » Manufacturing Processes
- » Automotive Materials & Coatings
- » Automotive Services
- » Vehicles
- » Machinery and Equipment



Animal Nutrition

- » Compound Feed
- » Feed Additives & Premixes
- » Pet Care
- » Pet Food



Aerospace & Defense

- » Defense
- » Airport Operations
- » MRO
- » Technology

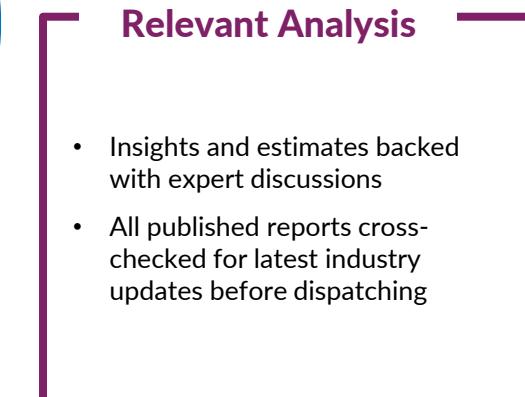
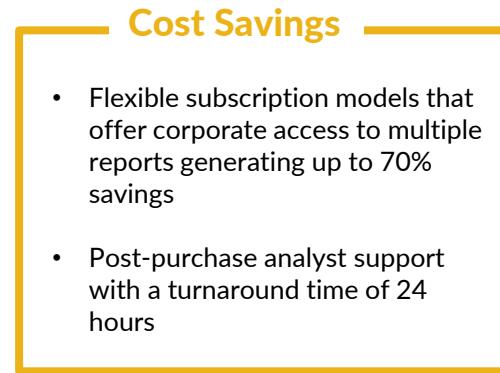


Other Groups

- » Logistics
- » Processing Technologies
- » Finance and Insurance
- » Retail
- » Real Estate and Construction
- » Tourism



Our Solutions: Ready-to-use Reports



Our Solutions: Ready-to-use Reports

Sample Table of Contents*: GLOBAL SOLAR THERMAL MARKET

1. INTRODUCTION	5. MARKET SEGMENTATION (MARKET VALUE, TRENDS, FORECASTS)
2. RESEARCH METHODOLOGY	5.1 Collector Type
3. EXECUTIVE SUMMARY	5.1.1 Glazed Collector
4. MARKET OVERVIEW	5.1.2 Unglazed Collector
4.1 Introduction	5.2 Application
4.2 Solar Thermal Installed Capacity and Forecast in GW	5.2.1 Space Heating Systems
4.3 Recent Trends and Developments	5.2.2 Domestic Hot Water Systems
4.4 Government Policies and Regulations	5.2.3 Others
4.5 Market Dynamics	5.3 Geography
4.5.1 Market Drivers	5.3.1 North America
4.5.2 Market Restraints	5.3.1.1 United States
4.6 Supply Chain Analysis	5.3.1.2 Canada
4.7 Industry Attractiveness - Porter's Five Forces Analysis	5.3.1.3 Rest of North America

Contd..

* Actual coverage varies with industry structure, dynamics and information sanctity



Our Solutions: Ready-to-use Reports

Sample Table of Contents*: GLOBAL SOLAR THERMAL MARKET

5. MARKET SEGMENTATION (MARKET VALUE, TRENDS, FORECASTS)

- 5.3.2 Europe
 - 5.3.2.1 Germany
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 France
 - 5.3.2.4 Italy
 - 5.3.2.5 Russia
 - 5.3.2.6 Rest of Europe
- 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 South Korea
 - 5.3.3.5 Rest of Asia-Pacific
- 5.3.4 Rest of the World
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 South Africa
 - 5.3.4.4 Other Countries

6. COMPETITIVE LANDSCAPE

- 6.1 Mergers and Acquisitions, Joint Ventures, Collaborations, and Agreements
- 6.2 Strategies Adopted by Leading Players
- 6.3 Market Share
- 6.4 Company Profiles (10-15 Leading Companies in the Market)

7. MARKET OPPORTUNITIES AND FUTURE TRENDS

8. APPENDIX

* Actual coverage varies with industry structure, dynamics and information sanctity



Our Solutions: Customized Research

Mordor's Customized Intelligence & Advisory Team...

- Partner to key decision-makers in 80+ countries
- 550+ consulting and research professionals hand-picked based on industry expertise
- ~500 expert interviews conducted per month
- Access to multiple research databases across industries
- Cost competitive

... works as an extension of your business intelligence team...

... adding a new tangent to your market intelligence efforts

- Actionable insights and advisory
- Detailed/focused market analysis
- Information outside public domain
- Expert/competitor/user interviews or surveys
- Information from paid databases
- Cross-industry focus



Our Solutions: Customized Research

Customer, Distributor, Supplier Intelligence

7

- Identification of potential partners
- Shortlisting/finalization of potential partners
- Customer need analysis
- Customer's purchase and usage behavior
- Customer/partner feedback and satisfaction*
- Brand perception analysis*
- Key Opinion Leader Insights

Product intelligence Support

6

- Import and Export Intelligence*
- Commodity pricing intelligence*
- Product pricing intelligence*
- Product Positioning Assessment
- New product launch tracker*
- Product claims assessment*
- Product Concept Testing

Investment Intelligence Support

5

- Project feasibility analysis
- M&A, JV support - Scouting, shortlisting, target assessment
- R&D and Patent analysis support



* Available as one time effort as well as in the form of periodic updates

1

2

3

4

5

6

7

Market Structure Assessment

- Macroeconomic analysis
- Value Chain and Supply Chain Analysis
- Regulatory assessment
- Technology scouting and assessment*
- Sourcing and category intelligence

Market Intelligence Support

- Market size and segmentation
- Growth opportunities
- Market dynamics and new developments*
- Go to Market Strategies

Competitive Intelligence Support

- Company profiling
- Competition assessment incl. market share
- Drilled down revenue estimations
- Employer value proposition

Data Collection and Analysis Support

- Data analytics and visualization
- Data collection, manipulation incl. web scraping
- B2B and B2C surveys and interviews



Our Solutions: Customized Research

How it works



Project team structure

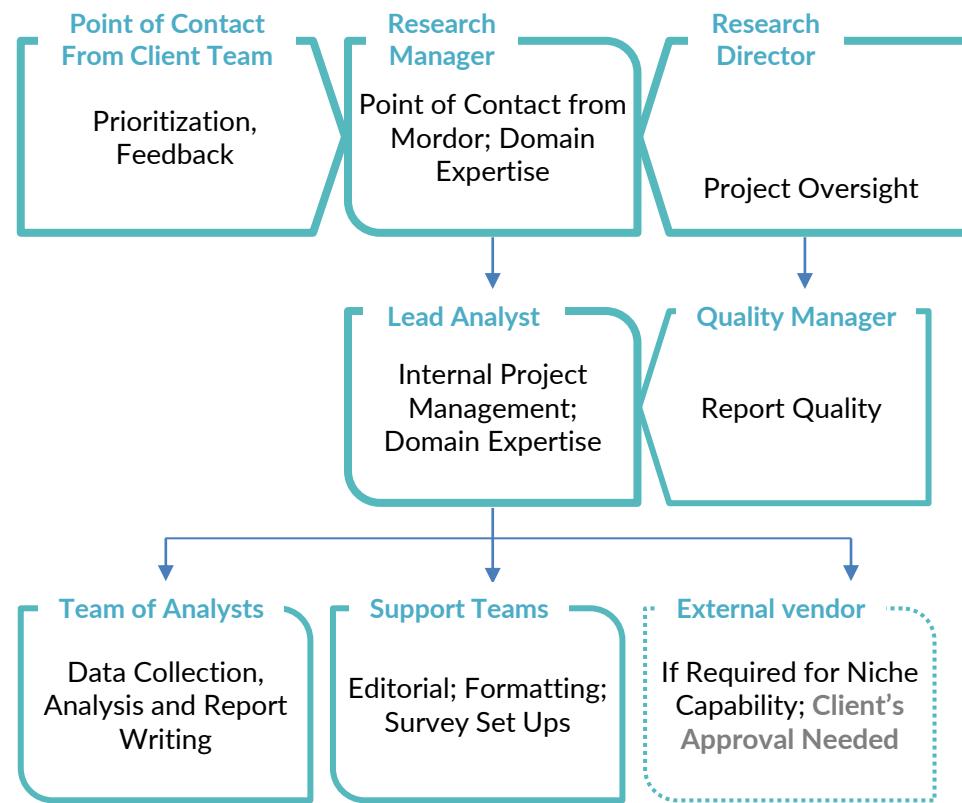
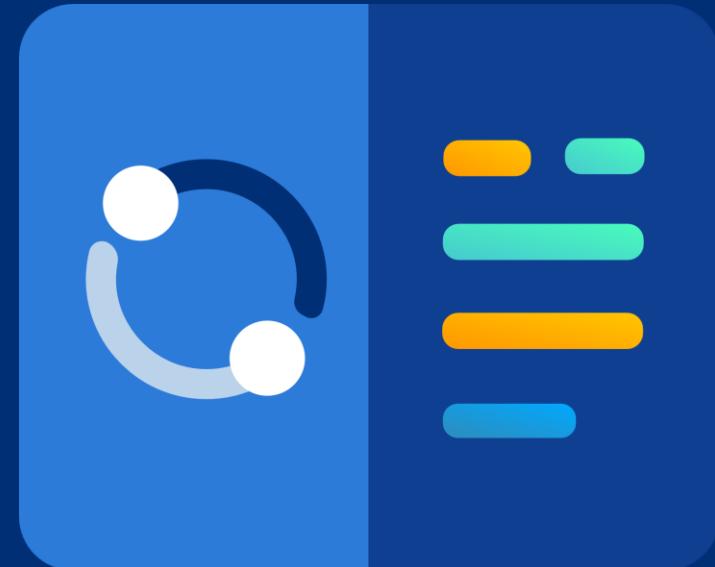


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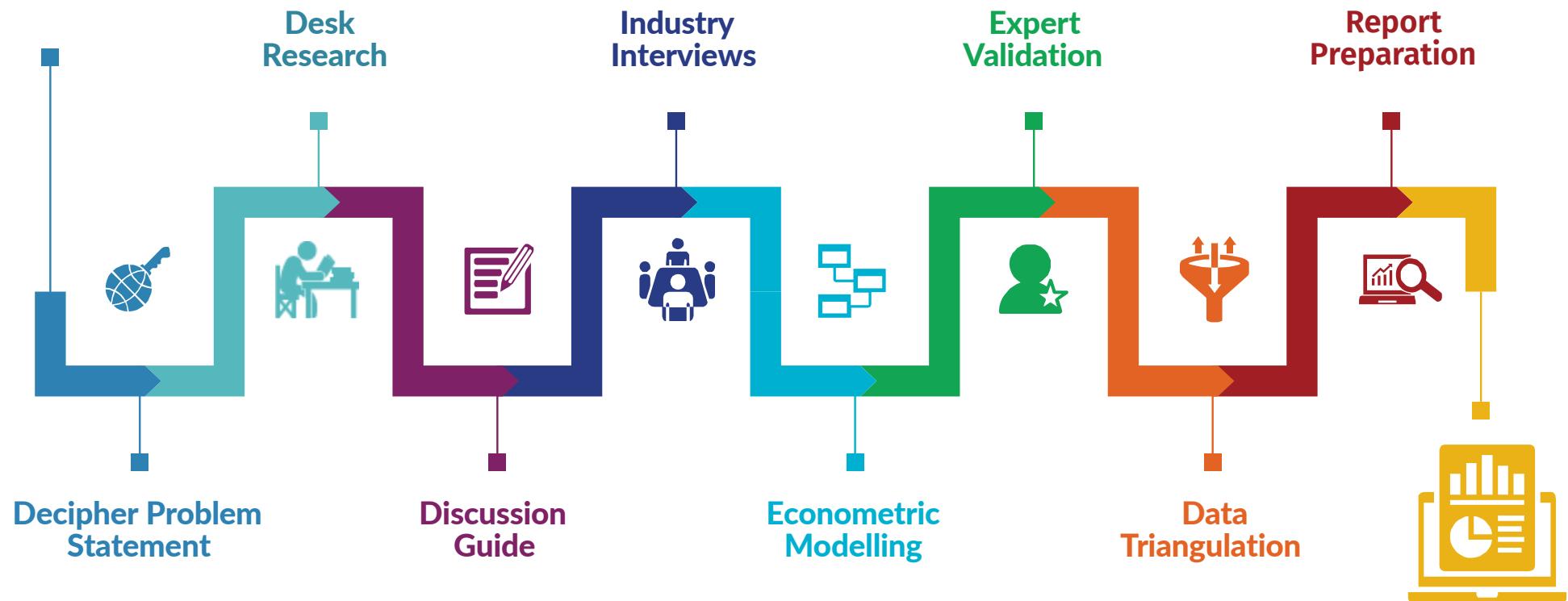
OUR RESEARCH METHODOLOGY

OUR ENGAGEMENT FRAMEWORKS

WORK SAMPLES



Our Research Methodology



Desk Research Approach

Objective

Hypothesis and insights building; get factual data



Shortlisting market intelligence sources

Relevance and credibility of sources

Data collection and aggregation

Synthesis of published information

Insight and hypothesis development

Further validated from expert interviews

Key contact list

To reach out industry experts for interviews



PUBLIC DOMAIN SOURCES

Industry specific sources

- Regulators/govt.
- Associations
- Industry specific magazines, portals and statistical databases
- Reports from industry specialists and credible advisory firms
- Scientific papers

General sources

- Regulators/govt.
- Global/Economic/patent organizations
- News articles
- Data aggregators
- Contact list builders

Company specific sources

- Company publications, presentations
- Investor call transcripts, management interviews
- Equity research reports
- Coverage in news

INDICATIVE LIST OF SOURCES AND SUBSCRIPTIONS

- | | |
|---------------------|---|
| • D&B Hoovers | • World Bank |
| • Dow Jones Factiva | • UNSTATS |
| • Thomson | • IMF |
| • Crunchbase | • Global Economic Monitor |
| • Volza | • WIOD |
| • Zawya | • WDI |
| • Statista | • ILO |
| • EIU | • COMTRADE |
| • Marklines | • TRADEMAP |
| • Asian Metals | • WTO |
| • Jetnet | • WIPO/EPO |
| • Airframer | • OECD |
| • Asian Metals | • Eurostat |
| • Metal Bulletin | • European Union |
| • Euromonitor | • US Census |
| • Forrestor | • FAOSTAT |
| • Gartner | • ISPOR |
| • IDC | • COCIR |
| • IHS | • ICIJ |
| • Mintel | • FDA/CMS/CDC/HCUP |
| • LinkedIn Premium | • IEA |
| • Rocketreach | • S&P |
| • Lusha | • Country data portals |
| • Apollo.io | • Other industry and geography specific sources |
| • Zoominfo | |



Primary Research Approach

Objective

Gather first-hand insights on the market studied



- Phone
- Email
- Survey

- Chat
- Group
- In-person

-
-
-

-
-
-

Expert profile determination

Based on industry, role, experience, and location

Expert identification

Using Mordor's empaneled industry experts as well as new experts

Discussion guide

Semi-structured approach to probe and prioritize insights

Reach out and interviews

5 to 100+ interviews* to fill data gaps and validate insights

Indicative Job Titles/Profiles Of Industry Experts Contacted

Executive level

- CxOs, owners, and founders
- Business unit or country heads
- Director/VP of sales and marketing, procurement, strategy, R&D, Product management, and other corporate functions as required

Other industry/need specific titles

- Fleet managers
- Physicians, hospital staff
- Lab and clinical trial managers
- Architects, designers
- Programmers, developers
- F&B managers
- Creative directors, event managers
- Pricing Analysts

Operational level

- Plant/location managers
- Sales managers
- Product managers
- Project managers
- Pricing managers
- Regulatory affairs managers
- Procurement and contracts managers
- Finance managers
- Logistics and supply chain managers

Players within market ecosystem

- Competitors
- Customers
- End-users
- Agencies/Distributors
- Retailers
- Suppliers
- Existing or potential partners
- Employees
- Regulatory agencies
- Industry associations
- Consultants

* Depending on project timeline and scope

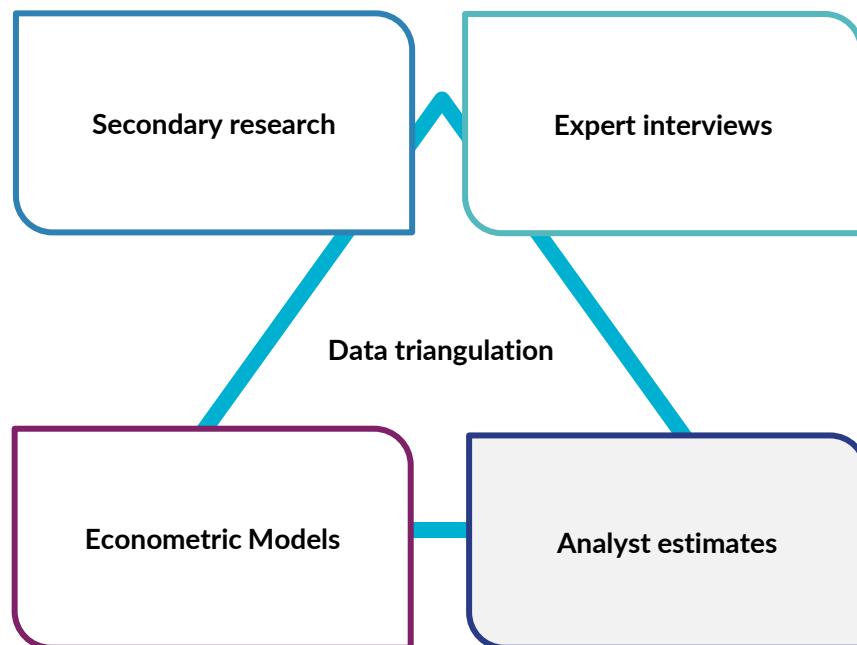


Data Validation Approach

1

Objective

Logical checks and sanity of information



Validation For Market Assessment Estimates

Top-down approach

Macro view of a larger market
filtered down to the target market

Expert interviews

Validation point

Expert interviews

Bottom-up approach

Revenue analysis of leading players or consumption centers



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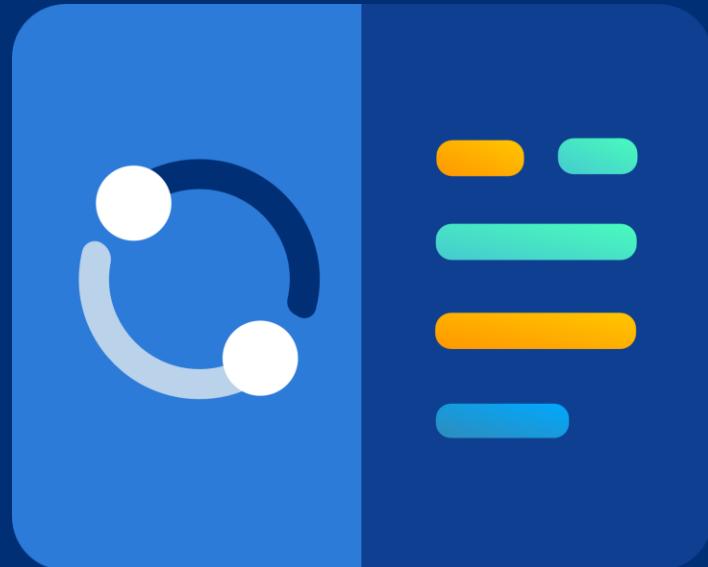


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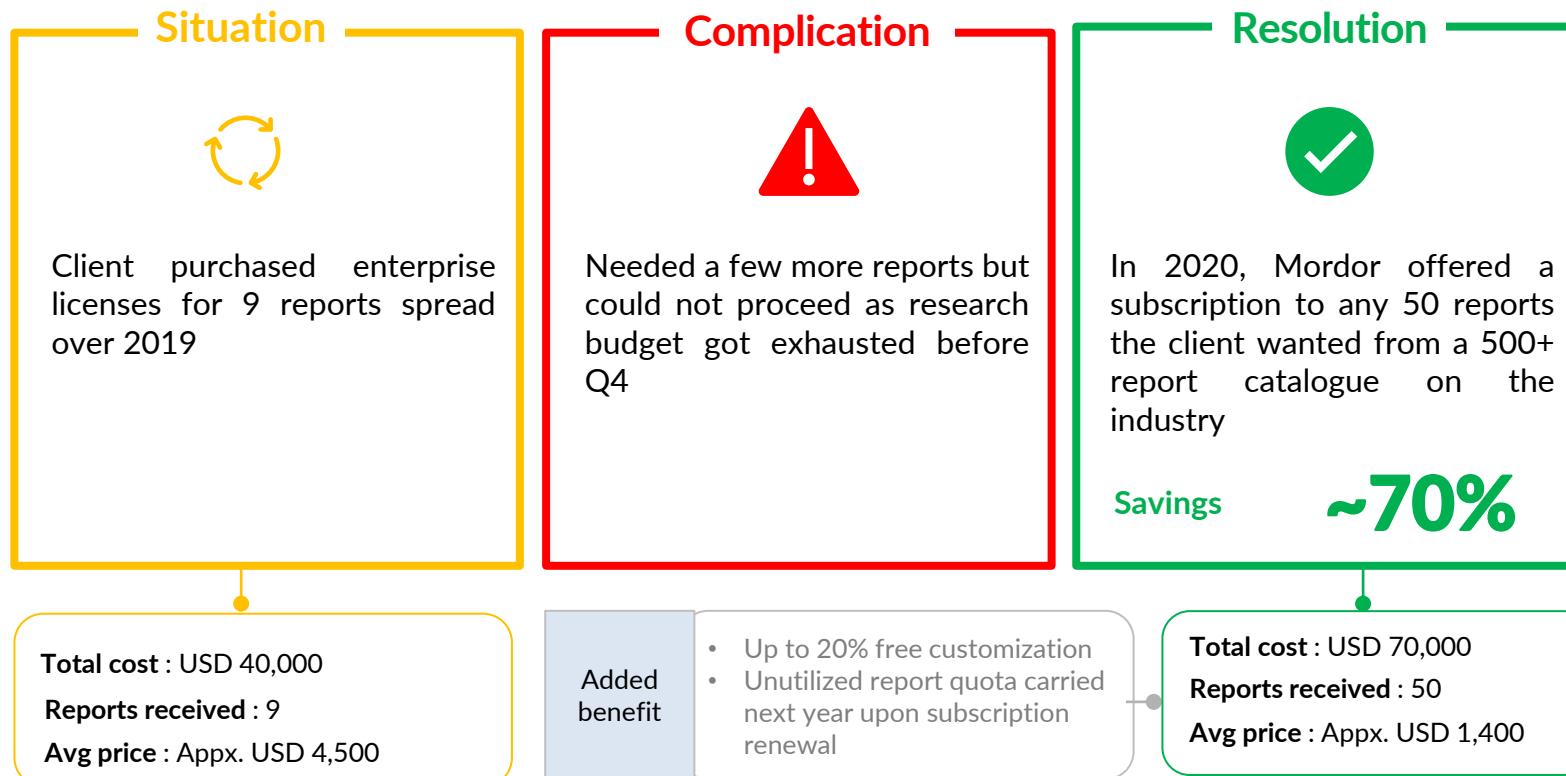
Our Engagement Frameworks

Ready-to-use Report Subscription	Full Time Employee (FTE) Commitment	About	Annual Efforts Agreement	Project Based Engagement
Use cases	Large volume of market intelligence needs with clear timelines	Large volume of market intelligence needs with unclear timelines	Unclear annual research needs/budgets	
Benefits	Up to 20% free customization	• Start a project any time • Carry forward unused hours	No upfront commitment Flexible budget utilization	
Up to 75%	Up to 50%	Saving potential (explained in subsequent slides)	Up to 50%	Up to 20%



Report Subscription Framework

Example of cost savings through ready-to-use subscriptions



How it works

Client subscribes to a specific number of syndicated reports

Client emails client manager for a specific report

Client manager immediately sends a pdf copy of report

If the report is due for an update, it is prioritized for delivery within 3 working days

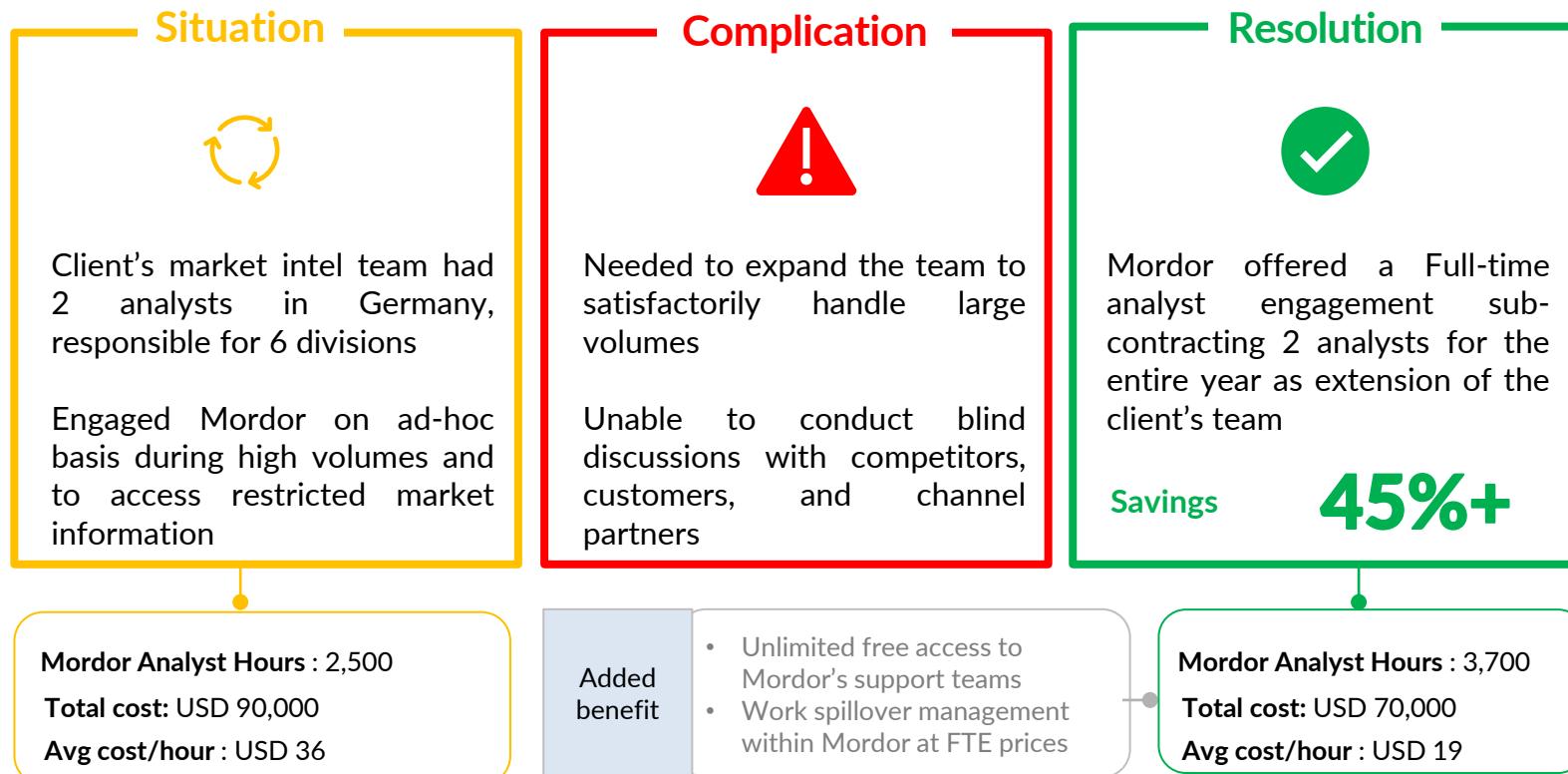
Free customization (up to 20%) delivered in 1-3 days

Separate quote and timelines provided to client for in-depth customization



FTE Framework

Example of cost savings through FTE framework



How it works

Client sends scope of work to client manager

Client manager sends back expected timelines, tasks, and methodology

Project is staffed immediately after client's confirmation on timelines

Data collection, analysis, and insights by FTE team

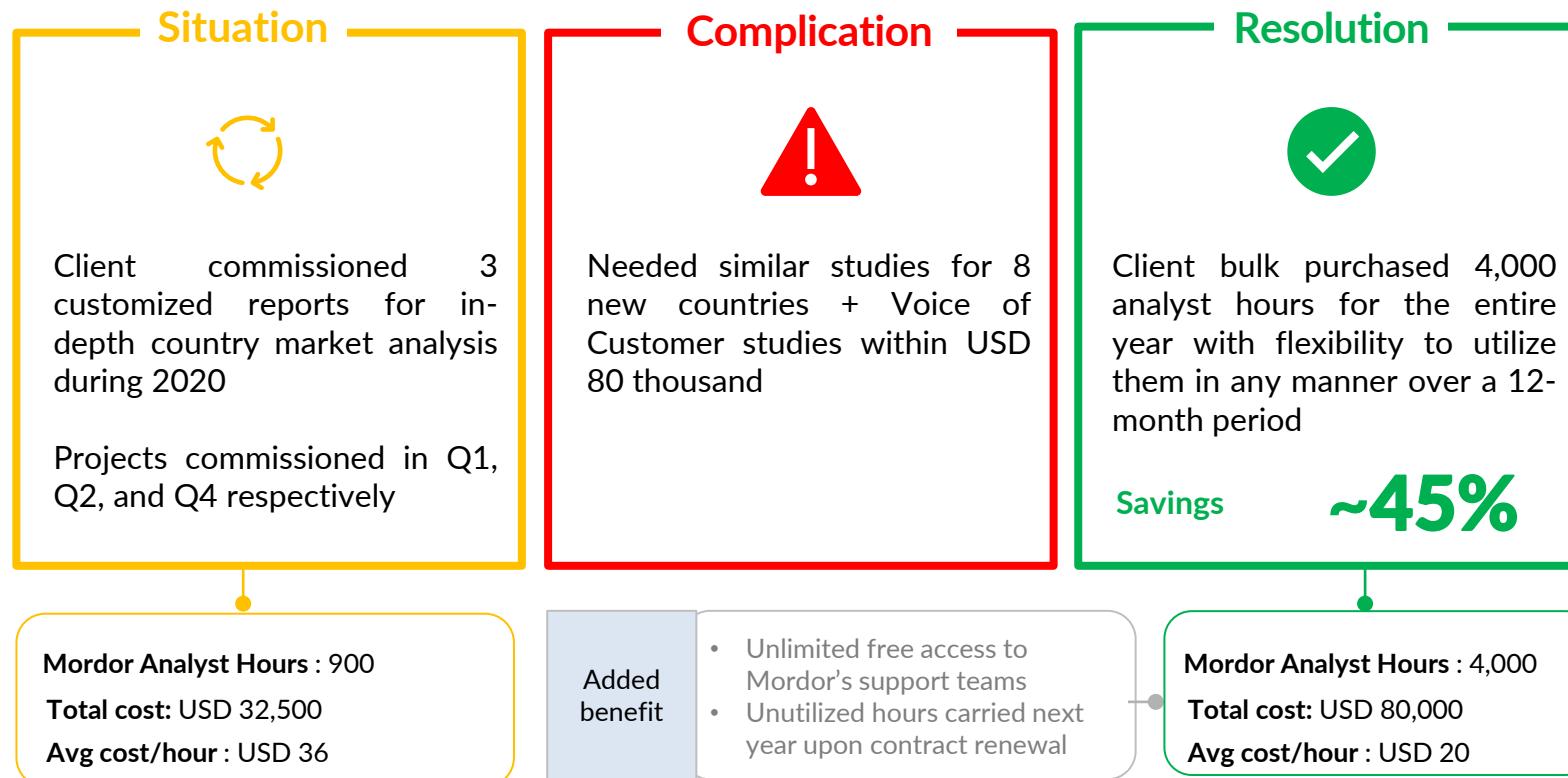
The FTE team is supported by Mordor's support teams (editing, formatting, and QC)

Interim/final report submission, feedback, follow ups, and revisions, if required



Annual Efforts Framework

Example of cost savings through Annual Efforts framework



How it works

Client sends scope of work to client manager

Client manager sends back expected timelines, tasks, methodology

Project is staffed immediately after client confirms on project specifics

Data collection, analysis and insights by Mordor team, helped by a support team

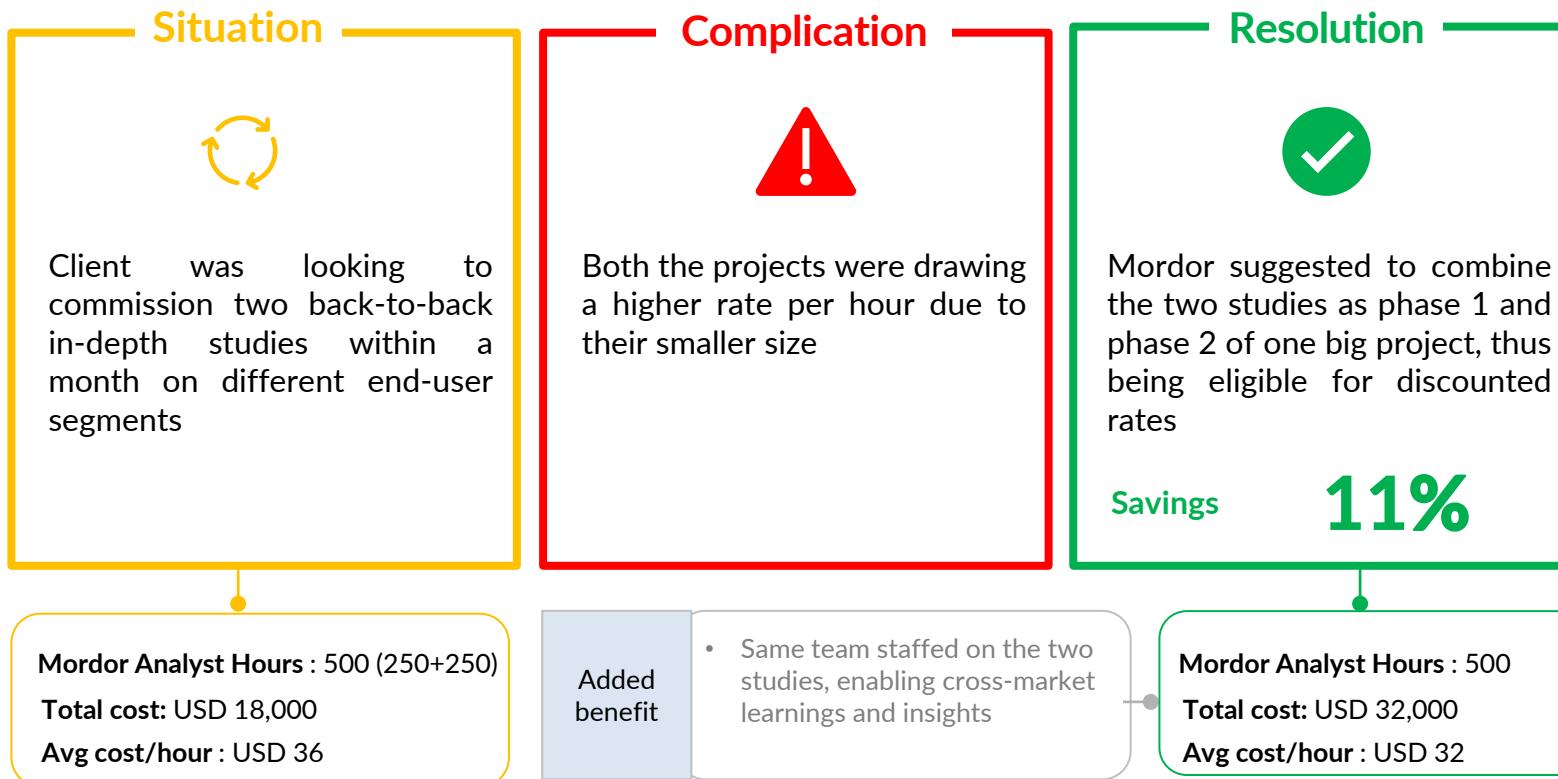
Interim/final report submission, feedback, follow ups and revisions, if required

Client manager sends a monthly tracker of analyst hours utilized and available



Project Based Engagements

Example of cost savings through project-based engagements



How it works

Client sends scope of work to client manager

Client manager sends back timelines, methodology, and project cost

Project is staffed immediately after client confirms on project specifics and pays project cost

Data collection, analysis, and insights by Mordor team, helped by a support team

Interim/final report submission, feedback, follow ups, and revisions, if required

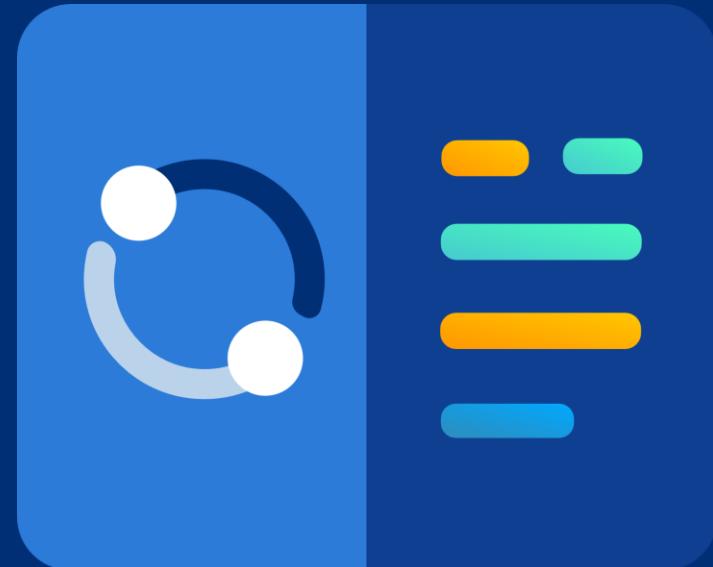


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Sample : Advisory and Insights

RECOMMENDATIONS

Recommendations for a Truck/Trailer Rental Company in Thailand for Post-COVID Market Strategy

Target customer segments

Create formidable presence in short-term rentals business

- Demand for hauling services is expected to increase in the coming years. Specifically, demand for short-term truck/trailer rentals is likely to provide a significant growth. Seasonality and peak demand fulfillment requirements by manufacturing and retail sectors are key drivers behind the demand growth in this segment
- Capex is still restricted in the end user industries; therefore, they are likely to continue reliance on short-term rentals
- Create an equal focus on short-term truck/trailer rental business for hauling services; build on the existing client base of long-term leases**

Target retail and consumer goods sectors

- As consumer spending reaches the pre-COVID levels, hauling requirement of goods between production locations, warehouses, distribution centers, and retail stores is also growing back
- Increase focus on specific segments, namely, furniture, automobiles, building materials, food & beverages, apparel, appliances, and e-commerce**

Value propositions

Gear for the economic recovery

- COVID-19 induced trade downturn had severely impacted the trucking market growth in the last year. However, the anticipated economic recovery in the coming years is expected to provide new avenues of growth
- Build differentiated value propositions in terms of pricing, technical capabilities, and services to capture a larger share of the market in the market recovery phase**

Improve technological positioning

- Tracking and monitoring devices such as GPS tracking and wireless sensors are emerging as key differentiators as they help customers keep a real-time track of goods movement, reduce efforts on several ancillary activities, improve safety profile of the consignment, and create a better transportation/fleet management strategy
- Among the top 5 competitors, three have already installed these devices in their fleet or are in the advanced stages of finalizing a vendor
- Probe interest of existing clients (especially overseas companies) in these offerings and partner with technology companies such as Co. A and Co. B to select the solutions that best meet their needs**

Create customized service propositions

- Besides technology, some competitors are also offering personalized customer services as part of customer retention strategy
- Some of these services are being tailored from client to client, depending on the industry and account size
- A few services can be bundled within the rental package itself at no or marginally high cost, such as emergency road-side support, maintenance, and credit line extension
- To create a service proposition, learn from developed markets to bring in new service aspects, such as truck/trailer pick-up and drop, collision repair, and tracking services**



Sample : Advisory and Insights

RECOMMENDATIONS

Roadmap for new country entry in facility management equipment market

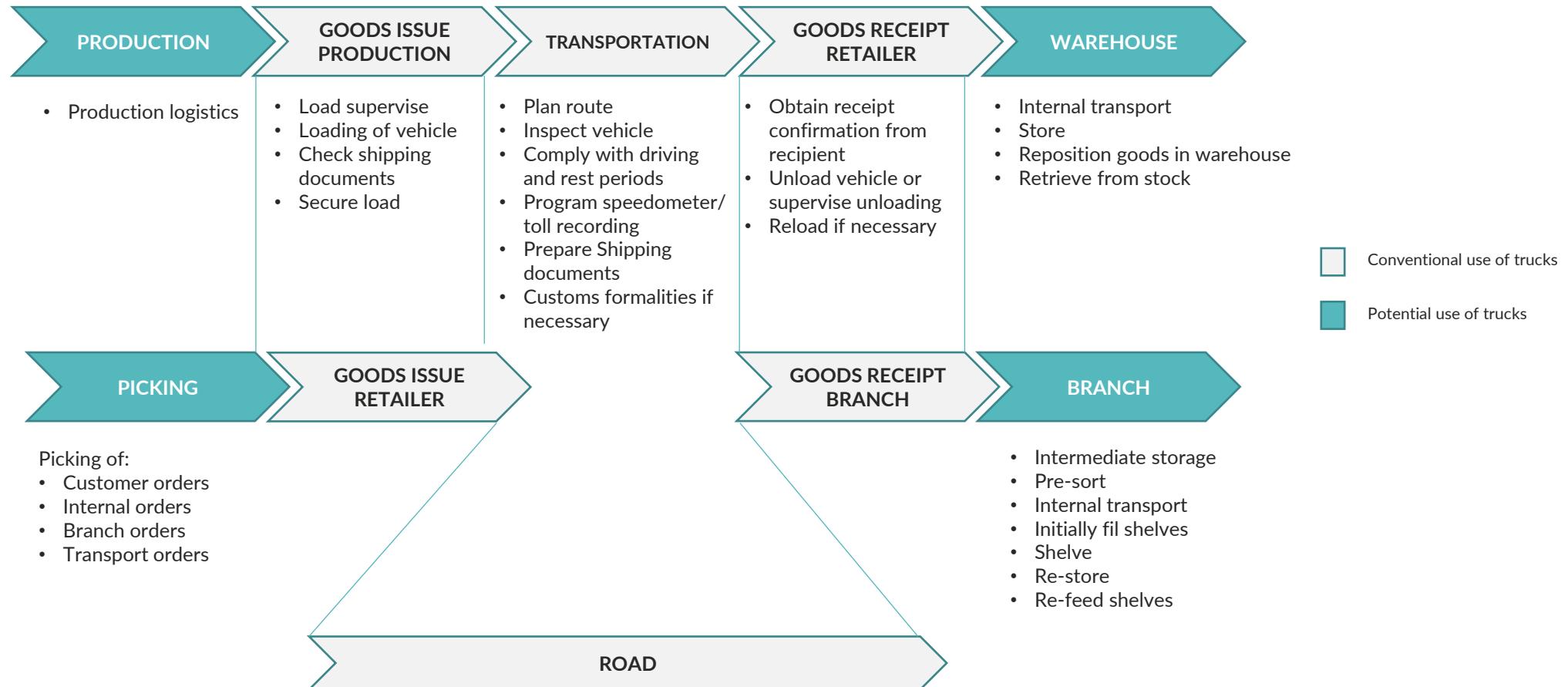
Key goal	Activities	Risks mitigation	Recommendations
Near-term objectives			
• Market entry	<ul style="list-style-type: none"> xxx equipment and yyy bundled service Market awareness on USPs, focusing on after sales service Target market : Facility management companies Build eligibility profile for government tenders 	<ul style="list-style-type: none"> Sales structure to cater to a large catchment area Competitive strategy against low-cost products 	<ul style="list-style-type: none"> Partner with distributors not currently related to the top 2 market leaders
• Develop machine-for-hire model	<ul style="list-style-type: none"> Only top 10 cities Third-party products along with own brand Focus on tapping price sensitive segment 	<ul style="list-style-type: none"> ROI maximization Awareness on benefits of purchasing vs hiring 	<ul style="list-style-type: none"> Import used machines from home market for the service business
Medium to long term objectives			
• One-stop solution	<ul style="list-style-type: none"> Acquire local manufacturers to improve portfolio breadth One stop service model combining product, service and lease 	<ul style="list-style-type: none"> Three way competition (product, service and lease) Lead time and cost in hiring and training technicians 	<ul style="list-style-type: none"> Onboard local service providers as service representatives instead of hiring own technicians
• Leap towards market leadership	<ul style="list-style-type: none"> Expand beyond large population centers Participation in government tenders 	<ul style="list-style-type: none"> Scattered demand in smaller cities Low margins and high lead times in government tenders 	<ul style="list-style-type: none"> Product innovation to meet cost expectations as well as bundled features rolled into a single SKU



Sample : Advisory and Insights

STRATEGIC MARKET INPUTS

Target use cases to launch specialty trucks within Saudi Arabian road logistics supply chain



Sample : Advisory & Insights

STRATEGIC INPUTS

Customer reach out options on a budget of USD 30,000 within Indian online tutorial market

Priority	Strategy	Description	Appx. cost in USD	Geo area covered	Population reach '000	Reach quality
1	Tele calling with sms	<ul style="list-style-type: none"> Highly accurate database of 100-120k leads Personalized content sent through sms to each lead Curated set of 1,000-1,500 leads 	25,000	Across India	100	High
	Leaflets	<ul style="list-style-type: none"> 300-400k leaflets printed and distributed at relevant venues (e.g. coaching centers, exam centers) 	5,000	Across India	400	Moderate
2	Facebook ads	<ul style="list-style-type: none"> 150,000 Facebook clicks / 35 million impressions 	30,000	Across India	1,000	Moderate
Low ROI	Radio	<ul style="list-style-type: none"> 15-20 second ads 7 times per day for a month 	30,000	10 largest cities	5,000	Poor
	Newspaper	<ul style="list-style-type: none"> One 400 sq. cm. advertisement on the front page of education supplement of leading newspaper 	30,000	2 largest cities	2,000	Poor
	Outdoor hoarding	<ul style="list-style-type: none"> 1 hoarding in the most prime location for a month 	30,000	4 largest cities	600	Poor



Sample : Advisory and Insights

GO-TO-MARKET SUPPORT

Waste-to-Energy Players Business Model for Market Entry in South-East Asia

Key partners	Key activities	Value propositions	Customer relationships	Customer segments
<ul style="list-style-type: none"> • Construction and Technical Partners • Financing Institutions • Investors • Strategic Partnerships/Agreements with Equipment Suppliers • Training and Education Institutions • IT Companies 	<ul style="list-style-type: none"> • Technical and Financial Feasibility Studies • Technology Assessments • Project Preparations, Development, Management and Operation • Testing • Research and Development 	<ul style="list-style-type: none"> • Project Management • Conceptual design and layout • Technical due diligence of projects and technologies • Procurement • Engineering and Construction of WtE Plant • Plant Commissioning & Start-up • Design-build-own-operate (DBOO) Options • Maintaining Assets 	<ul style="list-style-type: none"> • Contractual (Upto Project Completion) 	<ul style="list-style-type: none"> • Waste-to-Energy Plant Owners • Waste-to-Energy Plant Operators • State-owned Waste Management and Energy Generation Companies • Public Waste Management and Energy Generation Companies
Key resources		Channels		
		<ul style="list-style-type: none"> • Corporate Projects • Business Development Team • Technological Sales Team • Proposal and Tender Team • Customer Relationship Management 		
Cost structure		Revenue streams		
<ul style="list-style-type: none"> • Construction Costs • Technology Costs • Labor Costs • Investment on Equipment • Financing Costs 		<ul style="list-style-type: none"> • Fees for the EPC Services Contract • Savings Due to Optimization and Efficient Management 		
<ul style="list-style-type: none"> • Equipment Procurement Costs • Licensing & Approval • Marketing • Admin Costs • Maintenance and Management Costs 				



Sample : Advisory and Insights

GO-TO-MARKET SUPPORT

Identification of suitable health symposium for marketing of imaging devices and impact assessment

POTENTIAL SYMPOSIUMS IDENTIFIED BY KEY COUNTRIES AND LEAD ASSESSMENT

Country	Relevant symposiums	Expected lead volume*
US	12	300-400
UK	8	200-250
Germany	5	200-250
France	3	100+
Australia	8	150-200
China	5	50-100
Other EU	8	200-250

PRIORITIZED SYMPOSIUMS IN THE US AND UK

Symposium	Venue
AdvaMedDx-ACLA West Coast diagnostic summit	California, US
RSNA	Chicago, US
American Roentgen Ray Society symposium	San Diego, US
American society of radiation oncology	San Diego, US
American society of radiation oncology	Texas, US

Symposium	Venue
EUSOBI	London, UK
UK radiological congress	Manchester, UK
British society of breast radiology: Annual scientific meet	Nottingham, UK

*Lead volumes estimated based on past attendance numbers, competition represented and prior experience of competitors on leads generated



Sample : Market Structure Assessment

MACROECONOMIC ANALYSIS

Macroanalysis of Covid-19 impact on international passenger traffic for a global aviation fuel company

NORTH AMERICA

Capacity : -56% to -64%

Passenger : -103 to -117 million

Revenue : -27 to -31 billion

EUROPE

Capacity : -51% to -61%

Passenger : -528 to -634 million

Revenue : -73 to -87 billion

MIDDLE EAST

Capacity : -58% to -66%

Passenger : -100 to -115 million

Revenue : -18 to -21 billion

ASIA-PACIFIC

Capacity : -61% to -70%

Passenger : -356 to -410 million

Revenue : -73 to -85 billion

LATIN AMERICA AND THE CARIBBEAN

Capacity : -52% to -61%

Passenger : -73 to -84 million

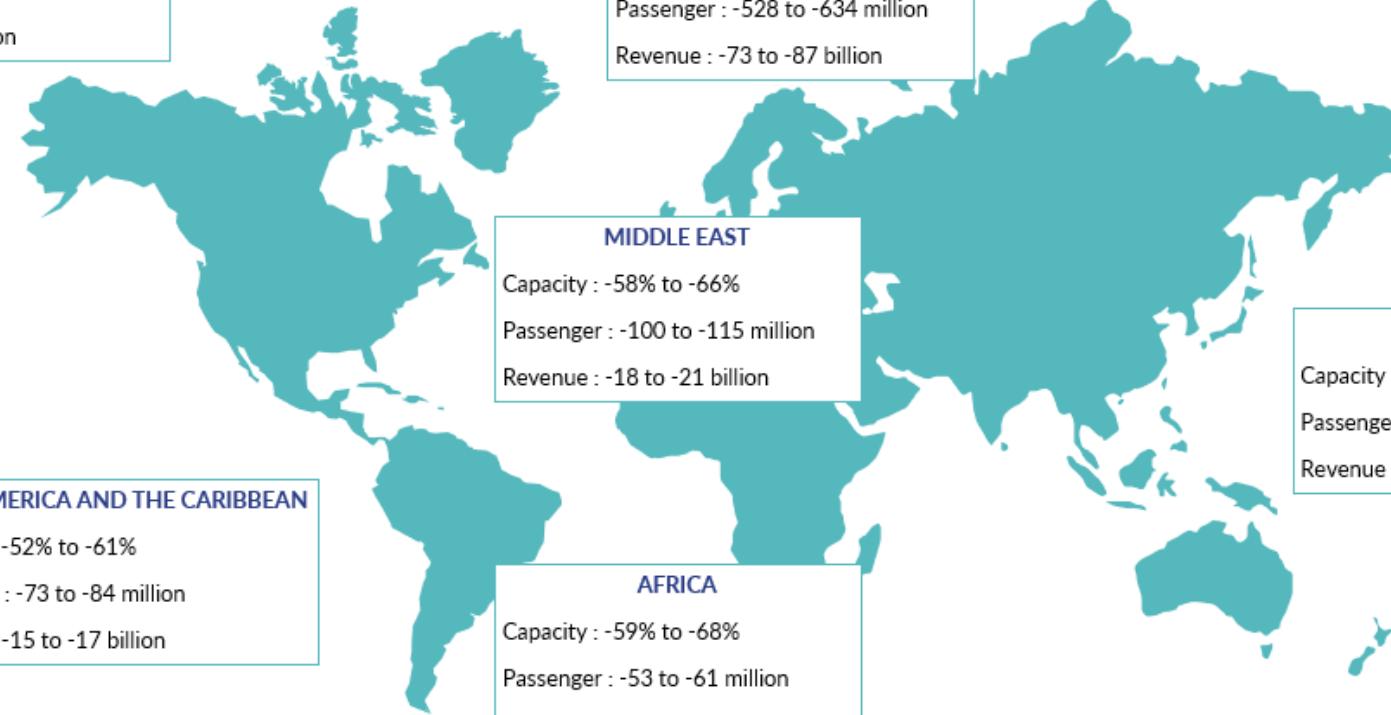
Revenue : -15 to -17 billion

AFRICA

Capacity : -59% to -68%

Passenger : -53 to -61 million

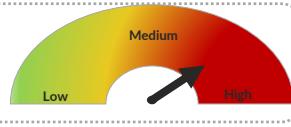
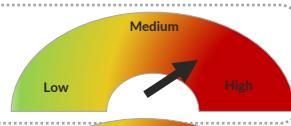
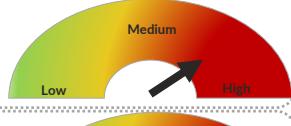
Revenue : -11 to -13 billion



Sample : Market Structure Assessment

MACROECONOMIC ANALYSIS

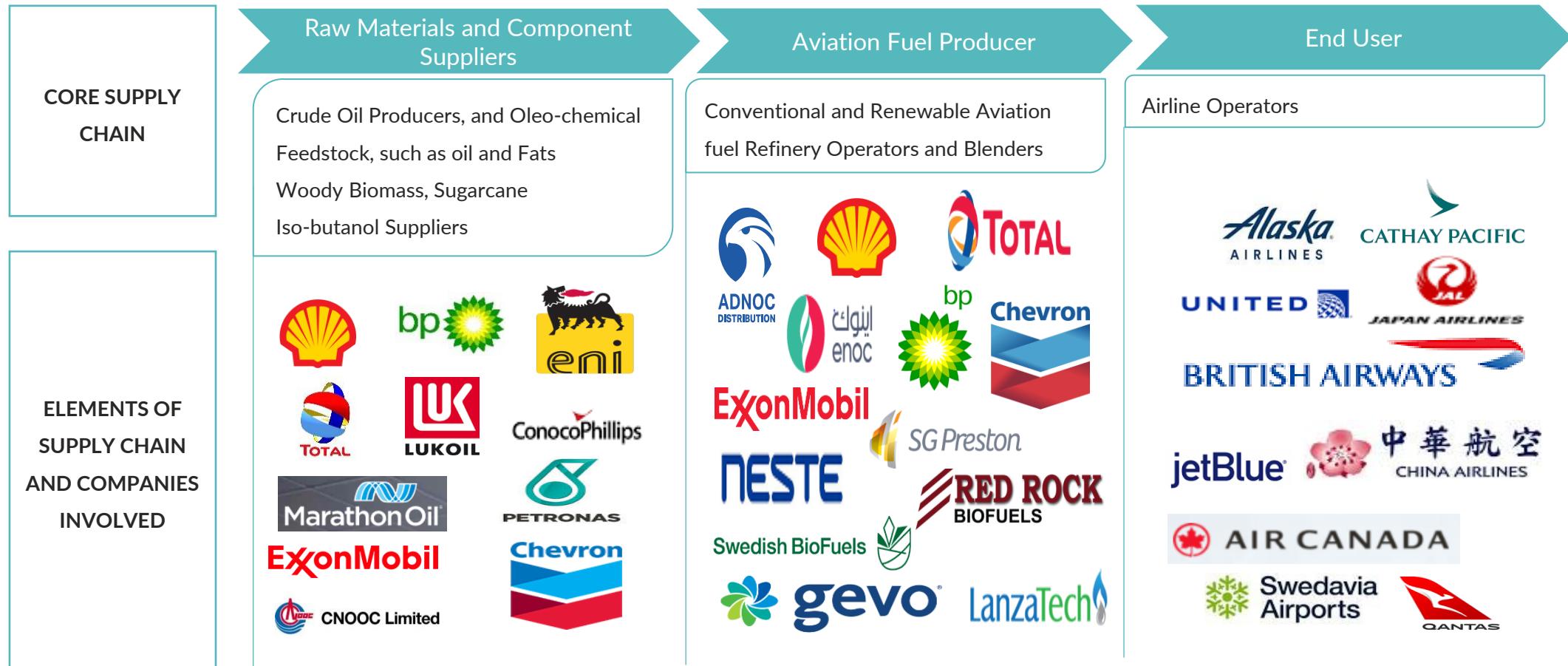
Eco-political Overview on Sudan and Impact on Forage Products

Parameters	Description	Impact on the Alfalfa, Rhodes Grass, and Other Grasses Markets	Impact Intensity
Political	<ul style="list-style-type: none"> Political instability Limited infrastructure and traction for private investments 	<ul style="list-style-type: none"> Overall, limited facilities for agriculture expansion limit alfalfa and other grasses markets 	
Economic	<ul style="list-style-type: none"> High government borrowing than revenue Availability of low cost labor 	<ul style="list-style-type: none"> Lack of government support and funding makes the cultivation of alfalfa and other grasses expensive 	
Social	<ul style="list-style-type: none"> Low literacy rate High crime rate 	<ul style="list-style-type: none"> Limited availability of skilled labor and high rate of crime limit the investments for alfalfa 	
Technology	<ul style="list-style-type: none"> Lack of R&D Conservative nature toward traditional farming 	<ul style="list-style-type: none"> Lack of technological access, like hybrid seed production and genetics, limits alfalfa production 	
Legal	<ul style="list-style-type: none"> Absence of well-established rules and regulations Sudan has signed several bilateral investment agreements 	<ul style="list-style-type: none"> There is a lack of standardization, owing to limited laws and regulations, which curb the export potential for alfalfa 	
Environment	<ul style="list-style-type: none"> Drought and irrigation problems Non-availability of safe water 	<ul style="list-style-type: none"> Alfalfa is water-intensive crop, limited irrigation facilities in Sudan restrain the growth opportunities for alfalfa 	

Sample : Market Structure Assessment

SUPPLY CHAIN ANALYSIS

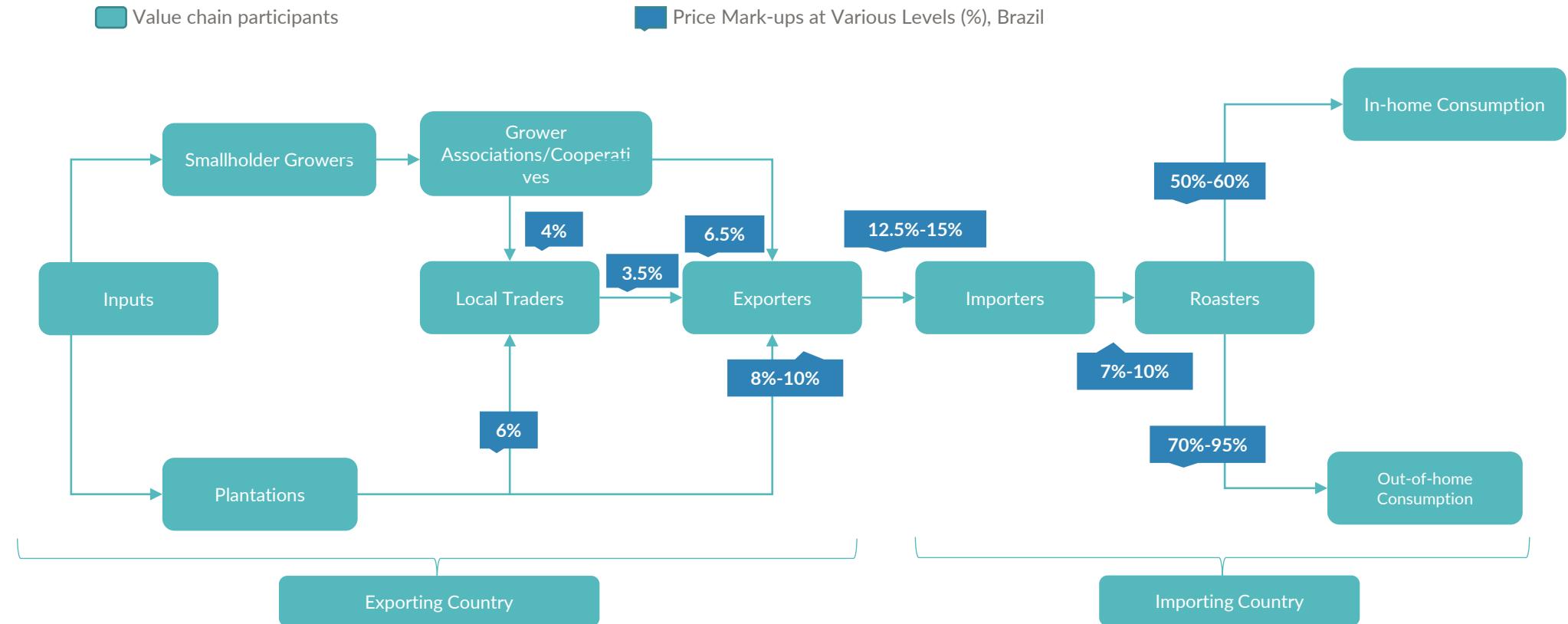
Global supply chain for aviation fuel market



Sample : Market Structure Assessment

VALUE CHAIN ANALYSIS

Brazilian Coffee Value chain and Price Mark-ups From Plantation to Cup in Export-oriented Markets



Sample : Market Structure Assessment

DISEASE AND THERAPY LANDSCAPE: PATIENT JOURNEY AND INFLUENCERS

Patient journey mapped to demonstrate the applicability of fetal anomaly tests during pregnancy cycle

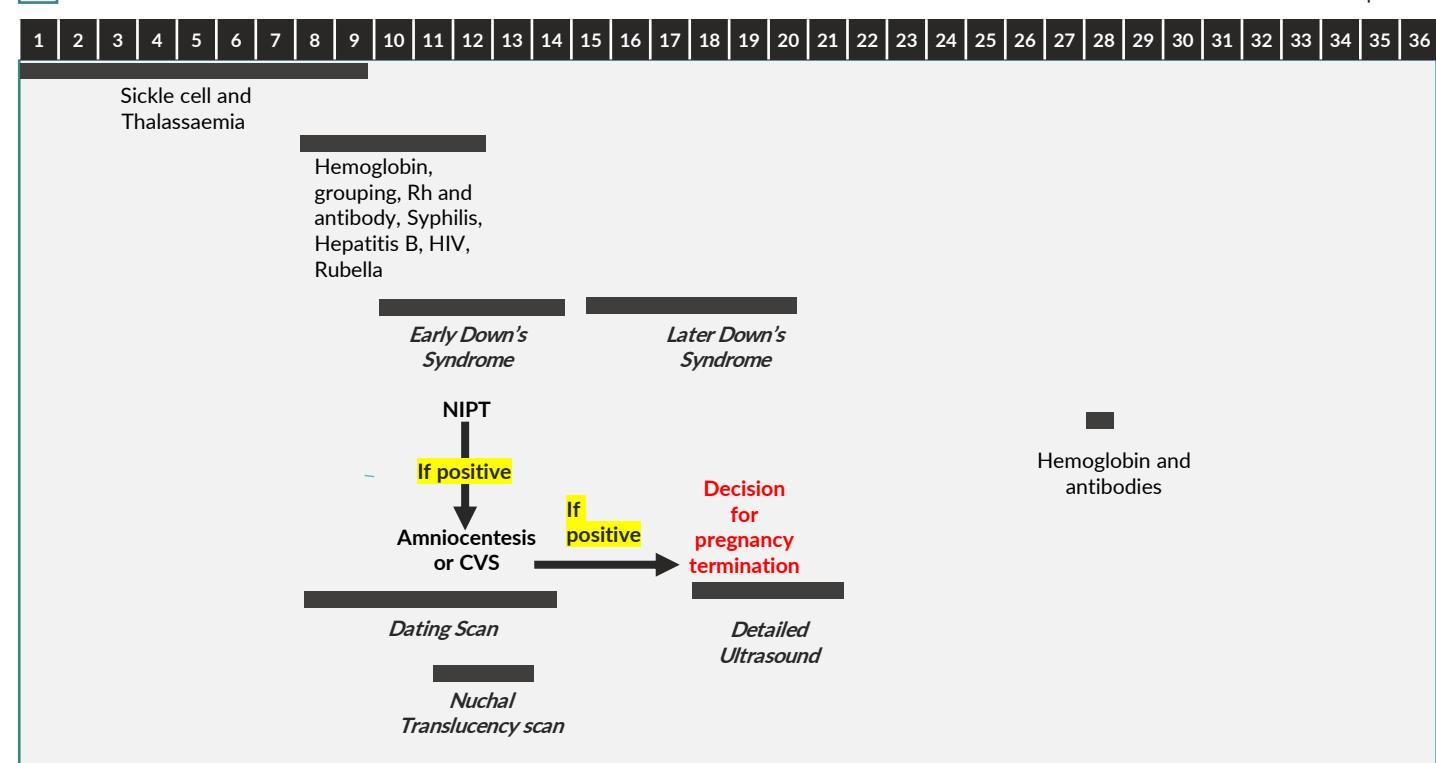
1 Pre-conception

- Consultation with Ob/Gyn/GP on potential health issues
- Genetic disorders carrier potential mapping
- Infertility assessment based on past issues in conception

2 Post-conception

- Consultation with Ob/Gyn/GP for prenatal care
- Care, assistance, education to pregnant couple

3 Antenatal/Prenatal care



Key influencers in decision making

GPs/family physicians

Ob/Gyn

Midwives

Diagnostic & pathology Labs

Infertility clinics



Sample : Market Structure Assessment

REGULATORY ASSESSMENT

Regulatory possibilities for FAMGA* companies in the light of recent regulatory scrutiny

Current situation	Future scenarios	Description
<ul style="list-style-type: none"> US Congress hearings concluded Vice President Kamala Harris may turn out to be a potential ally of FAMGA Multiple investigations against FAMGA concluding in 2021 in US and EU New drafts of digital laws aiming to curb big tech's power to be presented in both US and EU 	Investigations	<ul style="list-style-type: none"> Investigations, hearings may continue to gather incriminating evidence
	Lawsuits	<ul style="list-style-type: none"> Lawsuits and penalties in specific regions for isolated allegations
	New laws	<ul style="list-style-type: none"> Newly introduced region or business area specific laws could adversely impact FAMGA's ability to profitability operate, for example: <ul style="list-style-type: none"> Australian directive to Facebook, Google to pay media companies for their content Preventing warehouse development in France to curb Amazon Banning FAMGA from favoring own services or pushing bundled services Penalties for selling or showing targeted advertisements
	Retaliation by FAMGA	<ul style="list-style-type: none"> FAMGA may initiate complete or partial withdrawal of services from specific regions (Alphabet already threatening such actions in Australia)
	Forced downsizing	<ul style="list-style-type: none"> Forceful breaking up or selling some operations of FAMGA companies

* FAMGA = Facebook, Amazon, Microsoft, Google, Apple



Sample : Market Structure Assessment

REGULATORY ASSESSMENT

Amendments in the Mexican hydrocarbons law and impact on the market structure

OBJECTIVES	<p>Empowering state-owned energy companies</p> <ul style="list-style-type: none"> The Amendments to Mexico's Hydrocarbon Law was passed in May 2021 that aims to bring power back to the state-owned companies. These measures are part of the Mexican Government's plan to reverse the energy reforms introduced by the former government in 2013 that liberalized the energy market and narrowed the role of the state-owned company - PEMEX.
PROVISIONS	<ul style="list-style-type: none"> Storage policy: The amendment seeks to have a policy for Minimum Storage Volumes for oil products. The storage policy sets the minimum storage periods, i.e., five days for gas and diesel, 1.5 days for jet fuels in airports, and 1.5 additional days as the national average. The Ministry of Energy has the authority to set a minimum storage volume to obtain approvals and permits by the Energy Regulatory Commission Automatic denial: The new amendment also has the provision of automatic denial. If the Secretary of Energy or Energy Regulatory Authority doesn't resolve an assignment within a stipulated timeframe, the mechanism denies such request Permit revocation: Furthermore, provision of revocation of permits may come into play in case of recidivism of breaching provisions related to quantity, quality, and measures of hydrocarbons and oil products, modification of technical conditions of the system without corresponding authorization. Furthermore, fuel smuggling is included as a cause of revocation National and energy security: Going ahead, the amendments contain a provision to protect national security, energy security, or national economy that may affect the rights and assets of permits holders and private participants. The present Mexican government expects that PEMEX plays a more active role in oil and gas industry activities. The amendment provides a provision for suspension of permits upon the occurrences of events that may warrant the protection of the national security, energy security, or national economy.
IMPACT SUMMARY (Details in slide no. xx)	<p>Win for state, loss for private sector</p> <ul style="list-style-type: none"> The amendments put the government and its entities to the forefront and make them more powerful in the oil & gas market However, the amendments have also created an unfavorable environment for private sector, discouraging their participation in the industry



Sample : Market Structure Assessment

TECHNOLOGICAL LANDSCAPE

Comparison of two different technologies for a lithium-ion battery recycler

	Technology name: ***	Technology name: ***
Recovery rate	<ul style="list-style-type: none"> Up to 95% recovery rates of all components from within lithium-ion batteries 	<ul style="list-style-type: none"> Up to 95% recovery rates of all components from within lithium-ion batteries
Economic viability	<ul style="list-style-type: none"> 100% recycling efficiency rate (mass in versus mass out and what returns to the economy) Economically viable on a standalone basis 	<ul style="list-style-type: none"> Maximize economic viability through recoveries and optimized/minimized costs Unique ability to economically recover battery grade lithium carbonate from lithium iron phosphate (LPF) batteries Lower energy consumption than traditional high temperature processes Ability to sell all by-products, including copper, graphite, gypsum, and anhydrous sodium sulphate Ability to produce battery grade chemicals, including battery grade lithium carbonate or lithium hydroxide
Safety and environment	<ul style="list-style-type: none"> No solid waste, no/minimal clean water discharge, zero impact air emissions Inherently safe processing of fully charged batteries No thermal treatment; no volatilization of plastics, electrolyte, unlike thermal technologies No wastewater production Chemistry agnostic; no sorting required, reducing manual input, improving safety and ability to scale No fluorine emissions 	<ul style="list-style-type: none"> Minimal solid waste, water recirculated in a closed loop, zero impact air emissions



Sample : Market Structure Assessment

TECHNOLOGICAL LANDSCAPE

Technology scouting to solve challenges faced by courier companies in Colombia

Current challenges faced by courier and delivery companies

- Wrong address
- Recipient not available at the address listed
- Loss of sensitive items
- Inability to indicate or honor the customer's preferred delivery time
- High labor cost
- Human errors
- Multiple shipments to be delivered over a larger area
- Uncontrollable issues e.g., accidents, traffic, etc.

Smart lockers as a potential solution

- Smart locker presents a new market for courier companies in Indonesia. Smart locker providers can be used as recipients, thus resolving many of the problems experienced by couriers when sending packets through conventional methods
- The smart locker system initially records the package that will be sent before being stored in a safe locker, until the recipient comes to retrieve it, by using a special pin for the specific location of the locker. The location of the locker is only known to the recipient

Benefits of smart lockers

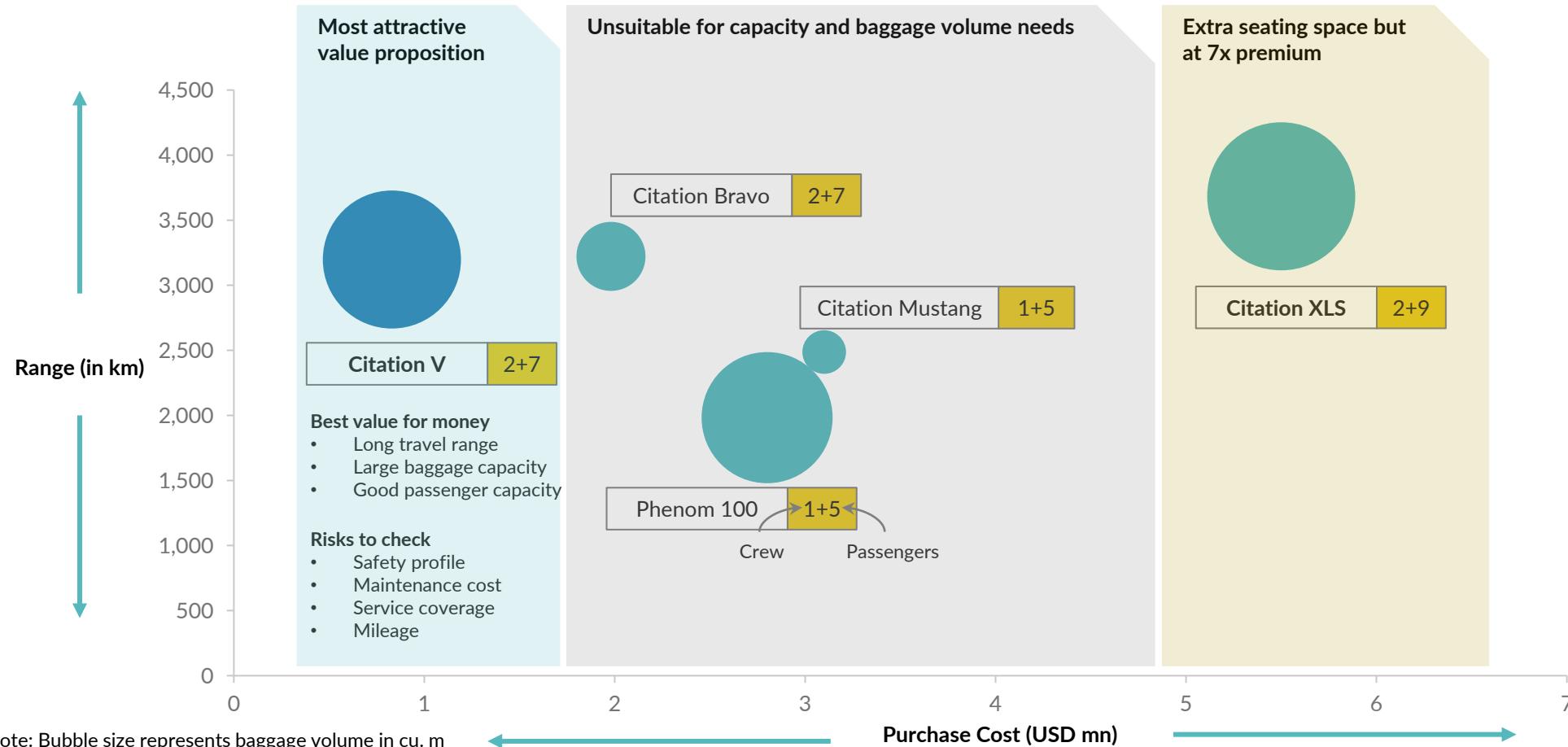
- Reducing address related errors from both the recipient and courier company sides
- Recipient's unavailability on a given time ceases to become an issue
- Secure location and retrieval for all parcels
- Flexibility to both delivery personnel and recipient
- Reduction in other human errors
- Saving time for delivery personnel by delivering at a central location against moving through all floors within a large building
- Cost savings through reduced manpower needs
- Allowing for route planning and optimization



Sample : Market Structure Assessment

SOURCING DECISION SUPPORT

Sourcing decision for procurement of a business jet



Sample : Market Structure Assessment

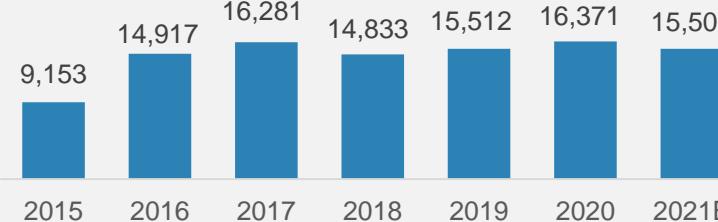
RAW MATERIAL CATEGORY INTELLIGENCE

Category Overview for Cotton Sourcing Within US

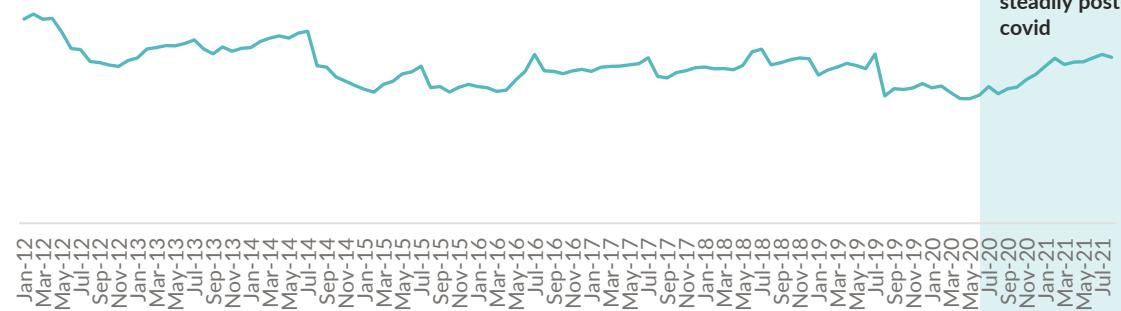
US demand supply for cotton (1000 480 lb. Bales)



US exports of cotton (1000 480 lb. Bales)



US prices for cotton (USD/Pound)



Factors that may influence price in the next few months

1. Chinese government reserve auctions extended due to strong demand; Chinese government anticipated to generate replenish demand
2. Additional sliding-scale import quota for Chinese mills announced
3. Recent price rally is suspected to be driven more by speculative trades than fundamentals; price corrections in near future likely despite Chinese demand



Sample : Market Intelligence Support

IN-DEPTH MARKET SIZE AND SEGMENTS

Market sizing and segmentation for the global die casting market (1/2)

DIE CASTING MARKET

Revenue in USD billion, by Application, Global, 2018-2026

Application	2018	2019	2020	2021	2026	CAGR % (2021-2026)
Automotive	42.86	40.49	35.08	37.69	50.72	6.12 %
Electrical and Electronics	4.62	4.31	3.77	4.09	5.73	6.98 %
Industrial	8.57	8.05	7.03	7.53	10.04	5.93 %
Other Applications	11.73	12.81	11.24	11.81	14.99	4.88 %

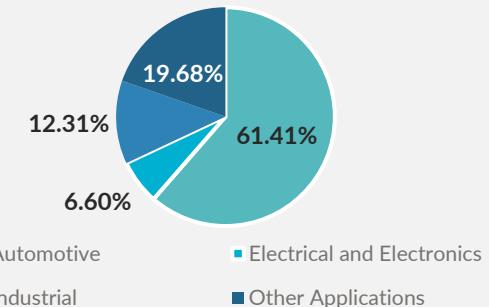
DIE CASTING MARKET

Revenue in USD billion, by Process, Global, 2018-2026

Process	2018	2019	2020	2021	2026	CAGR % (2021-2026)
Pressure Die Casting	37.70	36.24	31.44	33.70	45.11	37.70 %
Vacuum Die Casting	12.52	12.01	10.54	11.37	15.72	12.52 %
Squeeze Die Casting	9.68	9.29	8.05	8.64	11.62	9.68 %
Other Processes	7.88	8.11	7.08	7.41	9.03	7.88 %

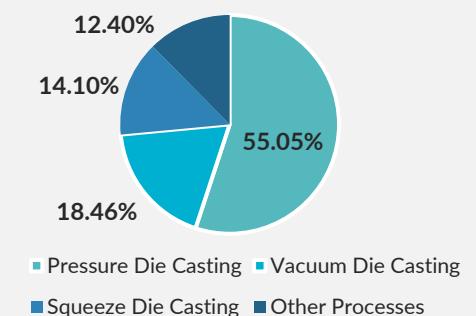
DIE CASTING MARKET

Revenue Share (%), by Application, Global, 2020



DIE CASTING MARKET

Revenue Share (%), by Process, Global, 2020



Sample : Market Intelligence Support

IN-DEPTH MARKET SIZE AND SEGMENTS

Market sizing and segmentation for the global die casting market (2/2)

DIE CASTING MARKET

Revenue in USD billion, by Raw Material, Global, 2018-2026

Raw Material	2018	2019	2020	2021	2026	CAGR % (2021-2026)
Aluminum	54.53	52.68	45.75	49.04	65.77	54.53 %
Magnesium	5.60	5.32	4.60	5.06	7.55	5.60 %
Zinc	7.65	7.65	6.77	7.02	8.16	7.65 %

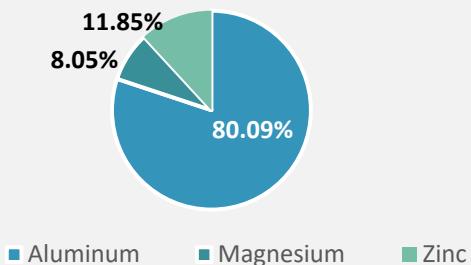
DIE CASTING MARKET

Revenue in USD billion, by Region, Global, 2018-2026

Region	2018	2019	2020	2021	2026	CAGR % (2021-2026)
North America	10.42	10.04	8.71	9.27	12.04	5.37 %
Europe	14.65	14.17	12.31	13.13	17.28	5.64 %
Asia-Pacific	37.92	36.60	31.81	34.20	46.42	6.30 %
South America	3.43	3.32	2.87	3.05	3.89	5.01 %
Middle-East and Africa	1.35	1.52	1.41	1.47	1.85	4.69 %

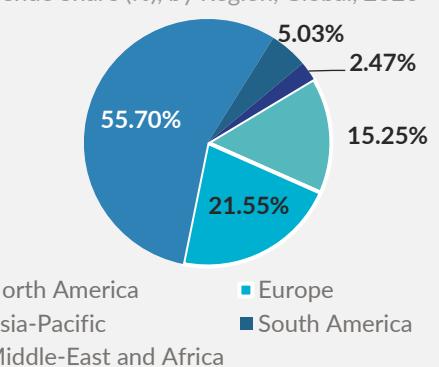
DIE CASTING MARKET

Revenue Share (%), by Raw Material, Global, 2020



DIE CASTING MARKET

Revenue Share (%), by Region, Global, 2020



Sample : Market Intelligence Support

IN-DEPTH MARKET SIZE AND SEGMENTS

Food cans market segmentation analysis

FOOD CANS MARKET

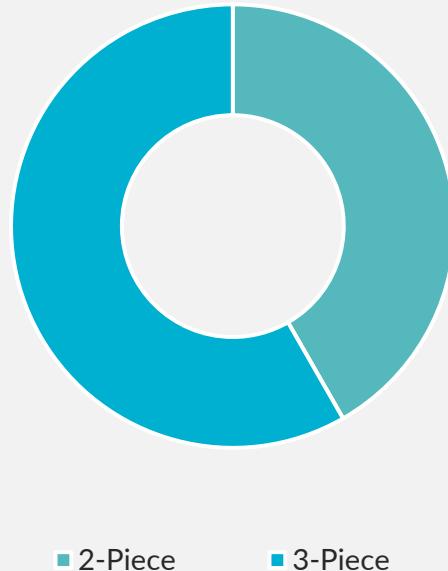
Revenue Share (%), by Material, Asia and Africa, 2020



- Aluminum Cans
- Steel/Tin Cans

FOOD CANS MARKET

Revenue Share (%), by Type, Asia and Africa, 2020



- 2-Piece
- 3-Piece

FOOD CANS MARKET

Revenue Share (%), by Application, Asia and Africa, 2020

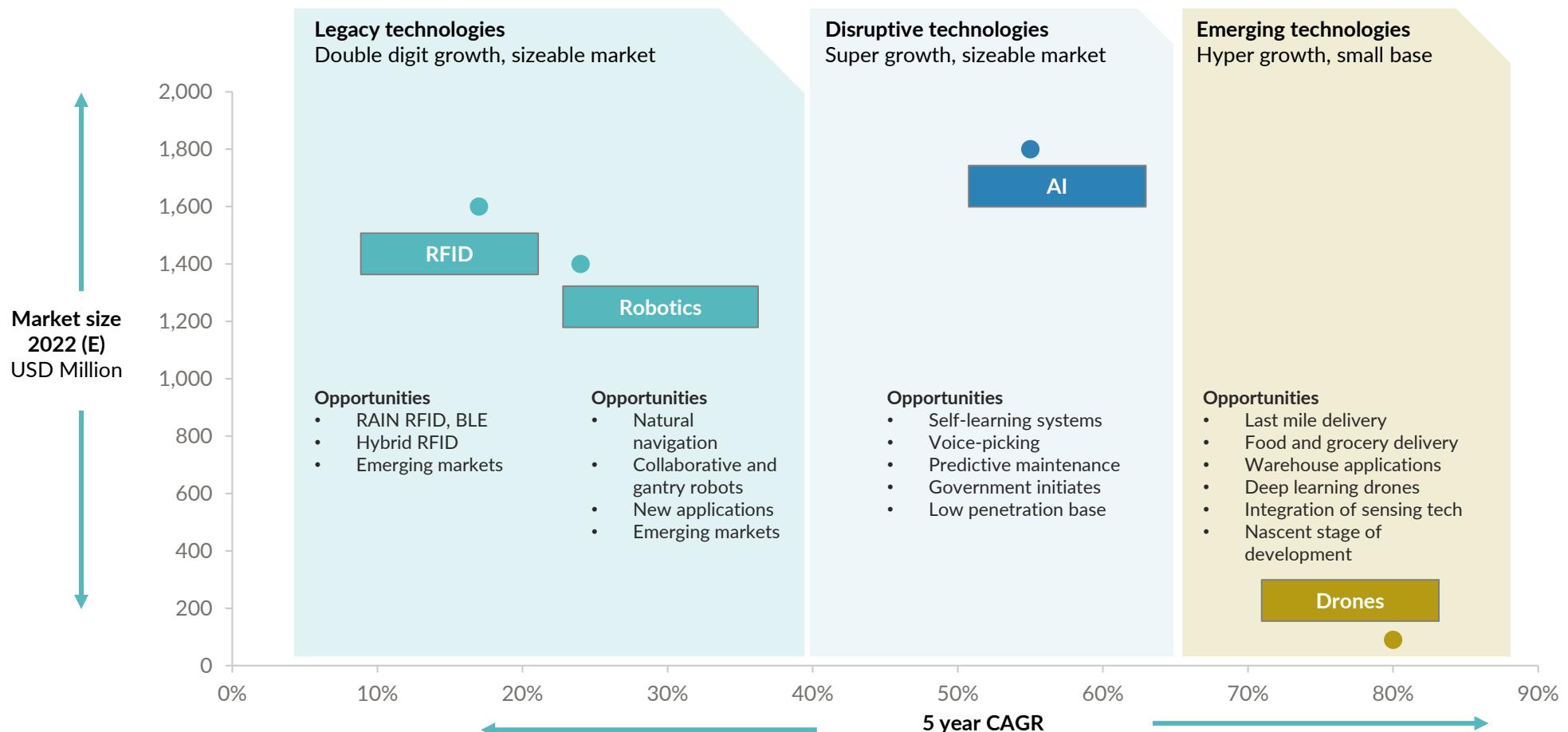


- Fish and Seafood
- Fruits and Vegetables
- Processed Food
- Pet Food
- Other Applications

Sample : Market Intelligence Assessment

MARKET GROWTH OPPORTUNITIES

Opportunities in logistics automation beyond IoT – North America



Sample : Market Intelligence Support

MARKET GROWTH OPPORTUNITIES

Market growth opportunities in material handling sector for electric steering vendors

EU AND US

- Material handling equipment OEMs with technological and innovation leadership in the EU and US
- Modular products that can command premium on the basis of their innovative functions
- Strong remanufacturing and refurbishing offerings
- Authorized distributors and channel partners in US
- Hub and spoke model in EU with one centralized hub for each of the Eastern and Western part of continent

APAC

- Global material handling equipment OEMs with manufacturing facilities in APAC
- Economical products with more functional appeal and modular designs
- Extended warranty-based repair
- Training and calibration
- Hub and spoke model with centralized hubs located in each of the major consumption centers and spokes catering to smaller nearby markets

Target customers

Product opportunities

Service opportunities

Market access opportunities



Sample : Market Intelligence Support

NEW MARKET DEVELOPMENTS

Recent developments: Business Jet MRO market

May 2020	Contract	DC Aviation Group announced that they had been awarded a contract for the comprehensive overhaul of a Challenger 605, including a 48-month check, a cabin refurbishment, and a Proline 21 Advanced Upgrade. The work for the same will be carried out at DC Aviation's Stuttgart Maintenance Center.
Apr 2020	Merger	United Technologies Corporation announced that it has completed the merger with Raytheon Company to form Raytheon Technologies Corporation, making Pratt & Whitney a wholly owned subsidiary of the Raytheon Technologies Corporation.
Mar 2020	Partnership	DC Aviation Group and Comlux announced that they have signed a cooperation agreement, through which Comlux has selected DC Aviation to perform the line maintenance and warranty work for Comlux customers based in Europe and CIS.
Dec 2019	Expansion	Pratt & Whitney, announced a USD 30 million investment in its engine services facility in Bridgeport, West Virginia for the maintenance, repair and overhaul (MRO) of PW800 engines. Specifically, the site will service the PW814GA and PW815GA engines that power the Gulfstream G500 and G600 aircraft, respectively, with the capacity to expand its capabilities to other PW800 engine models in the future.
Dec 2019	Approval and Certifications	ExecuJet MRO Services Malaysia has received FAA certification to perform line and heavy maintenance on Dassault Aviation business jets. The certification covers Falcon 2000 (LX, LXS, EX-series), Falcon 7X and Falcon 8X business jets.
Oct 2019	Partnership	Constant Aviation and Nextant Aerospace announced today that they are partnering together to offer 604XT upgraded, refurbished and customized aircraft directly to end-buyers.



Sample : Market Intelligence Support

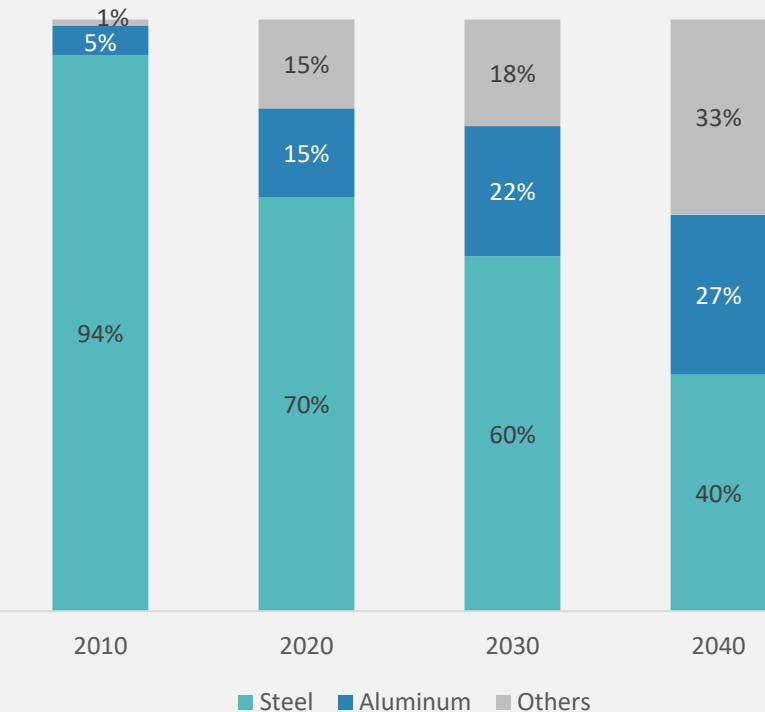
MARKET DYNAMICS

Trend No. 1/6: Automobile body market

Usage of alternative material continue to increase in automobile body construction

- Increasing use:** Alternate materials, especially Aluminum are increasingly replacing the use of steel in parts and bodies in an automobile construct. The main reason behind growing popularity of aluminum and other alternate materials is the need to make lighter vehicles.
- Benefits:** Lightweight vehicles display enhanced performance and can accommodate smaller powertrains in vehicles intended for short range travel. A lightweight body can also enhance range of a BEV significantly. Additionally, lighter vehicles provide better fuel economy and emission performance
- Current technology:** Current practices in reducing weight of the vehicles mainly revolve around amalgamation of several materials to provide the desired safety profile. However, welding the materials that exhibit different properties may still result in structural issues
- Potential:** The current scenario creates a lucrative market for stronger adhesives for bonding of structurally different materials in a vehicle body

PERCENTAGE USE OF MATERIALS IN VEHICLES IN THE US



Sample : Market Intelligence Support

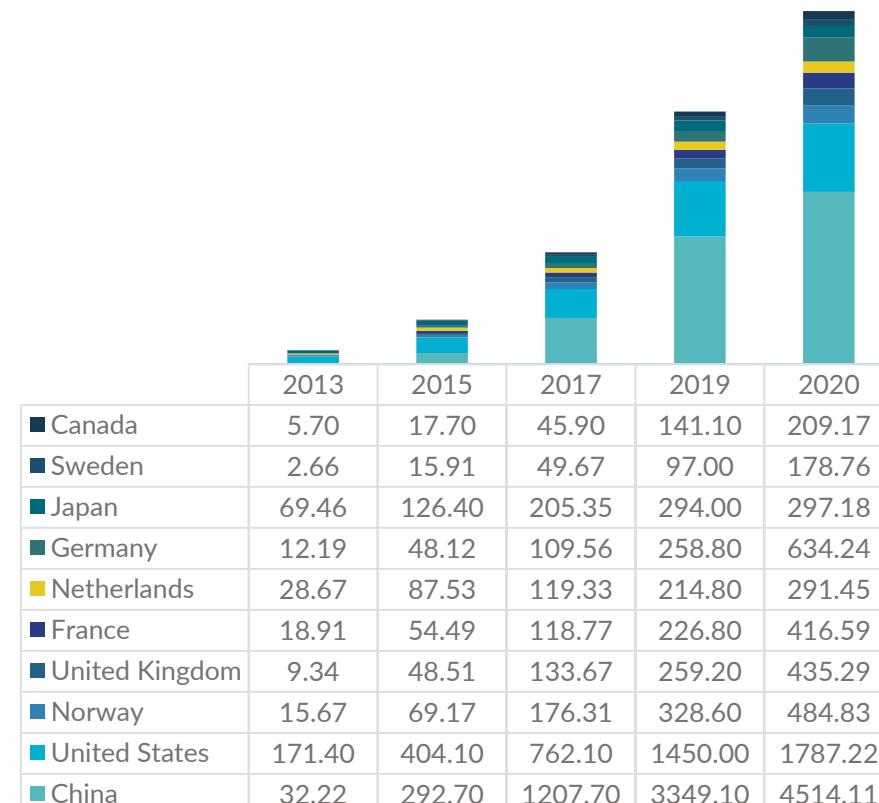
MARKET DYNAMICS

Trend No. 3/7: Electric vehicles driving lithium-ion batteries market

- In the early years of the lithium-ion battery market, the consumer electronics sector was the major consumer of the batteries, but electric vehicles (EV) have now become the biggest consumers of lithium-ion batteries, owing to the growing sales of EVs. In 2020, the global electric car stock hit the 10 million-mark, a 43% increase over 2019
- Lower environmental impact of EVs compared to conventional ICE vehicles has encouraged many countries to support EVs through subsidies and programs
- Several countries have also announced plans to phase out ICE vehicles. As of 2020, more than 20 countries have announced the full phase-out of ICE vehicles over the next 10- 30 years, including emerging economies, such as Cabo Verde, Costa Rica, and Sri Lanka.
 - Norway will phase out ICE vehicles by 2025, France by 2040, and the UK by 2050. India has plans to phase out ICE engines by 2030, while China's similar plan is currently under research phase
- More than 120 countries (accounting for around 85% of the global road vehicle fleet have announced economy-wide net-zero emissions pledges

ELECTRIC CAR STOCK

in thousand units, by Selected Countries, 2013-2020



Sample : Market Intelligence Support

MARKET DYNAMICS

Market restraint No. 1/4: Pseudomonas Aeruginosa Infection Treatment Market

DRUG RESISTANCE ABILITY OF PSEUDOMONAS AERUGINOSA

Excessive usage of antibiotics

Excessive usage of antibiotics during treatment has been observed to accelerate the growth of multidrug-resistant *P. aeruginosa* strains, thereby, leading to the ineffectiveness of these antibiotic therapies against this microorganism. Therefore, this factor is expected to restrict the market growth. Furthermore, even the World Health Organization has enlisted *P. aeruginosa* as one of the bacterial species where there is a critical need for developing new antibiotics to treat infections.

Highly resistant to a range of antibiotics

Pseudomonas are highly resistant to a range of antibiotics including aminoglycosides, quinolones and β -lactams. *P. aeruginosa* shows the highest rates of resistance to fluoroquinolones, along with moderate resistance to ciprofloxacin and levofloxacin, ranging from 20 to 35%. Generally, its ability to develop drug resistance is because of its flexibility that enables it to grow well in various environments, especially in medical environments and moist environments containing water. The antibiotic resistance mechanisms of *P. aeruginosa* can be classified into intrinsic and acquired.

Subinhibitory levels

Other factors with respect to the adaptive resistance in the *P. aeruginosa* includes subinhibitory levels of polymyxins and cationic peptides, the low divalent cation concentrations can activate two-component regulatory systems that trigger the expression of enzymes that modify lipopolysaccharide (LPS) to a less negatively charged or less fluid form, resulting in adaptive peptide resistance. This leads to complications in the selection of the most appropriate antibiotic due to the ability of *P. aeruginosa* to develop resistance to multiple classes of antibacterial agents, while treating an infection.



Sample : Competitive Intelligence Support

IN-DEPTH COMPANY PROFILING

For Motor Company: Company profile with focus on sales segmentation

FORD MOTOR COMPANY DEALERSHIP STATISTICS
In units (Number of Dealerships), by Division, 2018-2019

Division	2018	2019
Ford	10466	9883
Ford-Lincoln (Combined)	858	759
Lincoln	210	279

FORD MOTOR COMPANY CAR PRODUCTION AND SALES STATISTICS
In units, Global, Q1 2019 – Q1 2020

Quarter	Production	Sales	Leased
Q1 2019	77,138	63,019	1,363
Q2 2019	87,048	95,356	6,142
Q3 2019	96,155	97,186	9,086
Q4 2019	104,691	112,094	8,848
Q1 2020	102,672	88,496	6,101

6. COMPETITIVE LANDSCAPE | 6.2 COMPANY PROFILES

6.2.5 FORD MOTOR COMPANY – SALES STATISTICS

FORD MOTOR COMPANY SALES STATISTICS

In units, by Region, 2017-2019

Region	2017	2018	2019
North America	2967	2920	2765
United States	2566	2540	2412
Canada	308	295	289
Mexico	82	69	53
South America	373	265	295
Brazil	215	235	218
Argentina	115	86	47
EU 21	1429	1439	1345
United Kingdom	418	387	367
Germany	277	313	328
Europe	1582	1439	1345
Russia	54	51	28
Turkey	116	65	47
Middle-East and Africa	119	109	94
Asia-Pacific	331	323	279
China	1235	732	535
Australia	78	65	64
India	88	98	73
ASEAN	122	117	102
Total Company	6607	5982	5386

6. COMPETITIVE LANDSCAPE | 6.2 COMPANY PROFILES

6.2.5 FORD MOTOR COMPANY – SALES STATISTICS

FORD MOTOR COMPANY SALES STATISTICS

In units, by Segment and Model, United States, 2014-2019

Vehicle Type	Vehicle Segment	Model	2014	2015	2016	2017	2018	2019
Cars	B	Fiesta	63,192	64,458	48,807	46,249	51,730	60,148
	C	Focus	219,634	202,478	168,789	158,385	113,345	12,480
		Crown Victoria	10,234	9,765	9,472	7,994	-	-
	D	Fusion	306,860	300,170	265,840	209,623	173,600	166,045
		Mustang	82,635	122,349	105,932	81,866	75,842	72,489
		Taurus	52,395	39,051	34,626	33,242	36,088	13,351
	F	Ford GT	-	-	-	89	126	229
Light Trucks	MPV	C-MAX	27,595	21,768	19,834	18,390	6,683	38
	SUV-B	EcoSport	-	-	-	-	54,348	64,708
	SUV-C	Escape	306,212	306,492	307,069	308,296	272,228	241,388
		Edge	108,864	124,120	134,588	142,603	134,122	138,515
	SUV-D	Explorer	209,994	249,251	248,507	271,131	261,571	187,061
		Flex	23,822	19,570	22,668	22,389	20,308	24,484
	SUV-E	Expedition	44,632	41,443	59,835	51,883	54,661	86,422
	Pickup Truck	Ford F-Series	753,851	780,354	820,799	896,764	909,330	896,526
		Ranger	-	-	-	-	-	89,571
	Vans	Ford E-Series	103,263	50,788	54,245	53,304	47,936	45,063
		Transit	20,448	117,577	143,244	127,360	137,794	153,868
		Transit Connect	43,210	52,221	43,232	34,473	31,923	41,598

2 | Page

CUSTOM REPORT – ASIA-PACIFIC COMMERCIAL VEHICLES MARKET



Sample : Competitive Intelligence Support

COMPETITIVE ASSESSMENT

Tear sheet on business models of international private racetrack resorts

	Ascari	Bilster Berg	Autobahn Country Club	The Thermal Club	Monticello Motor Club
Location	Spain	Germany	United States	United States	United States
Track Length (km)	5.5	4.2	5.73	8.21	6.6
Total Area (sq.km)	3.85	3.44	1.46	1.54	2.71
Total Investment (USD)	Not Disclosed	Not Disclosed	100 million +	220 million+	30 million+
Major Revenue Component	Events and Track Rentals - 60%	Track Rental - 80%	Membership Fees - Above 50%	Membership Fees - 56%	Membership fees - 50%
Capacity	Not Disclosed	Capped at 180 members	Not Disclosed	500	750
Number of Members	90	180	510	110	475
Number of Members added every year	15-20	NA	30-35	~10	~30
Average Spending per Member (in USD)	23,000 - 48,000	~9,500	10,000 - 15,000	> 80,000	5,000 – 15,000
Membership Fees (in USD)	Yearly Membership - 26,000 2-5 Years Membership - 21,325 6+ Years Membership - 19,000 Family Membership - 177,700 for five years	Membership Fees - 118,950 Yearly Fees - 3,000	Country Club membership - 5,250 Social Membership - 4,200 Karting Membership - 4,200	Regular - 14,400 Corporate - 57,600 Corporate II - 4,000,000 (per designee)	Silver - 6,200 Gold - 14,600 Group - 21,700
Payment Terms	Annual	Annual	Annual	Monthly	Annual



Sample : Competitive Intelligence Support

COMPETITIVE ASSESSMENT

Tear sheet: Capability mapping of foreign competitors active in the Chinese surgical dressings market

Competitor	Capabilities						US/EU clients	Export certificate	FDA and CE certification
	Design	R&D	Manufacturing	Testing	Backward integration	Owned logistics assets			
Co. A						Own warehouses; truck fleet	Very few		
Co. B						Own warehouses; outsourced road transport	Equal split between domestic and foreign		
Co. C						Leased warehouses; outsourced road transport	Very few, mostly caters to Asian clients		

Sample : Competitive Intelligence Support

COMPETITIVE LANDSCAPE

Tear sheet: Competitors in Saudi Arabia Courier Express Parcel (CEP) Market

Company	Market share	Delivery Fleet	Revenue	Key area of focus	Key differentiating factor	Annual Shipments (Domestic + Overseas)
SMSA Express	20.0%	+1500	USD 111 million	<ul style="list-style-type: none"> • Domestic and B2C deliveries 	<ul style="list-style-type: none"> • Leader in domestic coverage • Short payment collection lead time • Bundled service for businesses 	4.40 million
Aramex	18.3%	+500	AED 5.5 billion	<ul style="list-style-type: none"> • Domestic, International shipments, and B2C deliveries 	<ul style="list-style-type: none"> • Digital Solutions • Strong Last Mile Delivery network 	5.17 million
DHL	18.7%	+550	EUR 66,806 million	<ul style="list-style-type: none"> • International and B2B deliveries 	<ul style="list-style-type: none"> • Customs Clearance Capabilities • Global network • Local coverage 	4.01 million
Saudi Post	13.8%	+2000	-	<ul style="list-style-type: none"> • Domestic B2B and B2C shipments 	<ul style="list-style-type: none"> • Domestic network • Specialized services for each sector 	2.44 million
Naqel	12.1%	+3000	USD 201 million	<ul style="list-style-type: none"> • Domestic Shipments 	<ul style="list-style-type: none"> • Domestic coverage • Strong fleet 	4 million



Sample : Competitive Intelligence Support

IN-DEPTH MARKET SHARE

Market Share Analysis: Walnut Users for each End-Use Industry in Italy

Players	Market Share in %
Retail	
Euro Company S.r.l.	21.4%
Ventura	18.3%
Others	64.3%
Food Service	
Trattoria Za Za	18.3%
Ristochicco	6.3%
Come Il Late	7.3%
Gelato San Lorenzo	3.5%
Others	64.6%
Bakery	
Pasticceria Castelnuovo	3.0%
IL DOLCE FORNO	19.8%
Pave Milano	9.3%
Forno Campo de 'Fiori	4.2%
Princi	16.4%
Others	52.7%

Players	Market Share in %
Snacks	
Clif Bar	4.9%
RxBar (Peanut Butter)	16.1%
Euro Company S.r.l.	11.9%
Others	32.8%
Confectionery	
Modica Chocolate	7.3%
Baci Perugina (Neste Italiana Spa)	17.9%
Majani	2.9%
Caffarel S.p.A.	12.5%
Others	40.6%
Cosmetic	
KIKO S.p.A.	16.8%
l'erbolario	5.8%
DAVINES SPA	12.4%
COLLISTAR S.P.A	9.7%
Others	52.6%



Sample : Competitive Intelligence Support

IN-DEPTH MARKET SHARE

Market Share Analysis: Steam and gas turbines

MARKET SHARE FOR STEAM TURBINES

Ordered Capacity Share (%,) Global, 20xx



MARKET SHARE FOR GAS TURBINES

Ordered Capacity Share (%,) Global, 20xx



Note: Data has been blurred to protect Mordor/client IP



Sample : Competitive Intelligence Support

EMPLOYER VALUE PROPOSITION BENCHMARKING

Competition for Talent Pool in a Warehouse Location: Wages offered by competitors in US

Company	Location	Job Title	Base Pay Per Hour	Wage progression
XXX	XXX	Warehouse Associate	USD 11	Increment of up to USD 3/hour within two years
XXX	XXX	Fulfilment Associate	USD 12	XXX
XXX	XXX	Warehouse Worker and Packer	USD 10	Increment of up to 50 cents within first three months USD 2-3/hour increment post first year
XXX	XXX	General Warehouse Worker	USD 10	Retention bonus of up to two days of wages every month
XXX	XXX	Material Handler	USD 11	XXX
XXX	XXX	Warehouse Associate/ Forklift Operator	<ul style="list-style-type: none"> USD 1x (Weekday shift) USD 14 (Weekend shift) 	XXX
XXX	XXX	Warehouse Associates - Seasonal	Weekdays <ul style="list-style-type: none"> USD 11.5 (1st shift) XXX (2nd shift) XXX (3rd shift) Weekends <ul style="list-style-type: none"> USD 12.5 (1st shift) XXX (3rd shift) 	XXX

Note: Data has been masked to protect Mordor/client IP

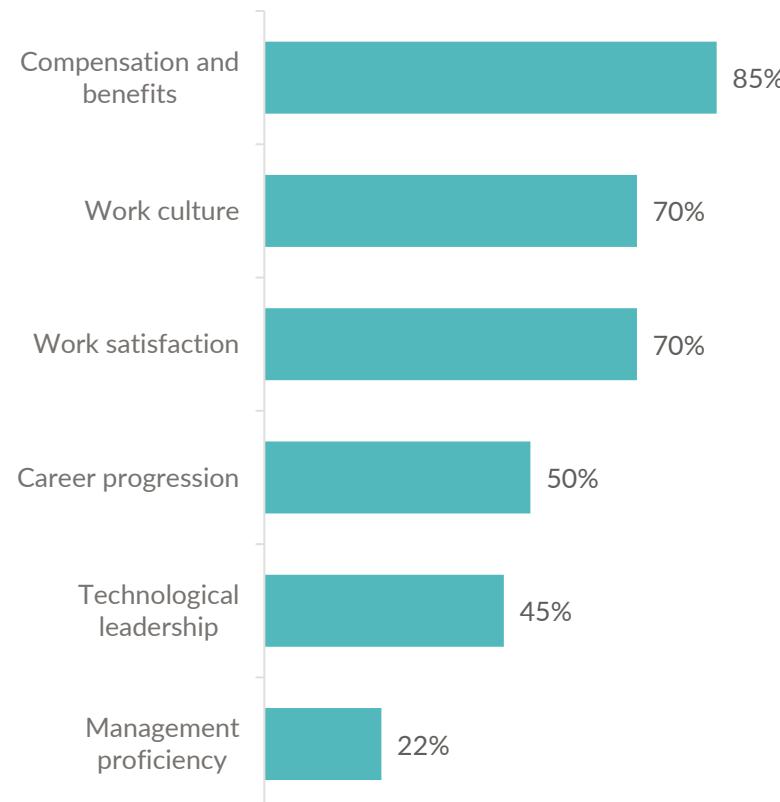


Sample : Competitive Intelligence Support / Data Collection and Analysis Support

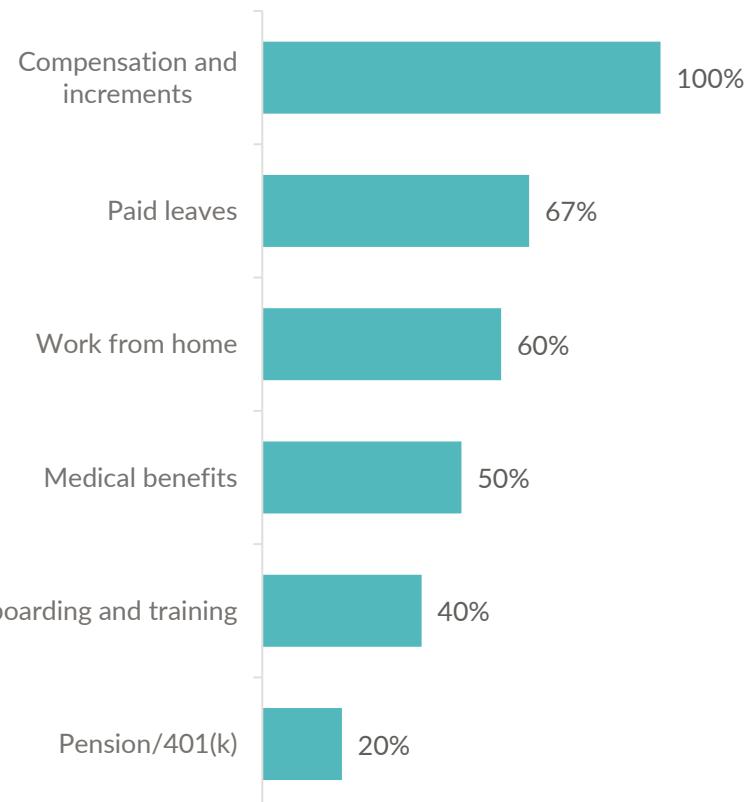
EMPLOYER ATTRACTIVENESS SURVEY

Survey with recruitment agencies on FAMGA* recruitment propositions and strategy in the US

Top motivations to join FAMGA companies



Most mentioned retention policy elements by FAMGA recruiters



* FAMGA = Facebook, Amazon, Microsoft, Google, Apple

Note: Sum of responses can be more than 100% as respondents indicated more than 1 element



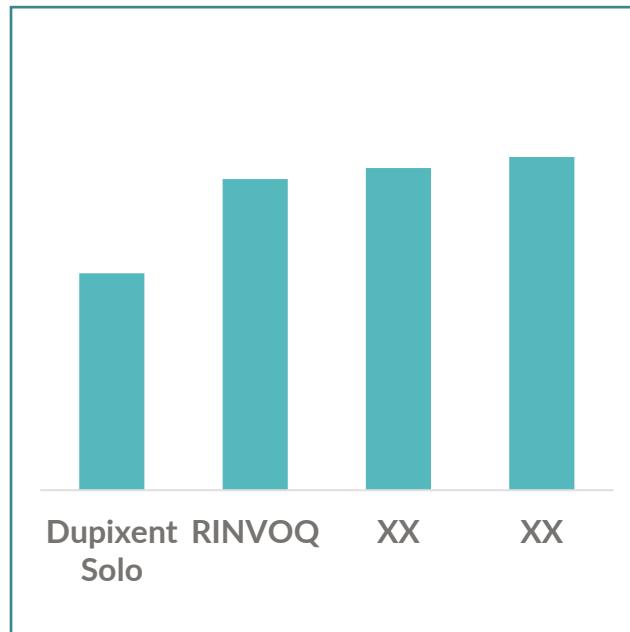
Sample : Competitive Intelligence Support

REVENUE ESTIMATION

Forecasted revenues of various drugs in Atopic Dermatitis for the year 2026

**FORECASTED REVENUES OF KEY DRUGS
(INCLUDING DRUGS PENDING FOR APPROVAL)**

in USD million, Global, 2026



Data has been masked to protect Mordor/client IP

Revenue estimation of a mammography imaging device manufacturer by product family

ESTIMATED REVENUES OF COMPANY X BY PRODUCT

in USD million, Global, 20xx

	Revenue (USD, million)
Full Field Digital Mammography Systems	70
Breast Tomosynthesis	304
xxx family	1
CAD	42
Workstation	45
xxx Systems	27
xxx breast density software	31
Breast Biopsy System	19
xxx Breast Biopsy Systems	79
Total	607



Sample : Data Collection and Analysis Support

RAW DATA COLLECTION AND UPDATE

List of under construction and upcoming waste to energy projects in Malaysia, as of 2020

Project Name	Status	Capacity	Commissioning Year
Bukit Payong Waste-to-Energy Project	Under construction	800 Metric Tons	2021
Selangor WTE Facility Phase I and II	Under construction	25 MW	2024
Jeram Sanitary Landfill	Under Construction	1500 TPD (450 thousand TPA)	2023
Negeri Sembilan WTE Plant	Under Construction	1000 TPD (300 thousand TPA)	2019
JANA 5 landfill gas power plant	Under Construction	1.2 MW	2021
JANA 6 landfill gas power plant	Under Construction	1.2 MW	2021
JANA 7 landfill gas power plant	Under Construction	1.2 MW	2021
Topaz Emas Palm Oil Mill Biogas project	Under Construction	0.5 MW	2021
Seri Morih Palm Oil Mill Biogas project	Under Construction	1.45 MW	2021



Sample : Data Collection and Analysis Support

RAW DATA COLLECTION AND UPDATE

In-depth Data Collection and Benchmarking on India Construction Market

APAC CONSTRUCTION COST

Value in USD/Sqft, 2020

COUNTRY	CITY	LOW	MEDIUM	HIGH
Philippines	Manila	68	90	140
Malaysia	Kuala Lumpur	61	75	116
Singapore	Singapore	84	124	192
Thailand	Bangkok	51	70	124
India	Mumbai	60	85	135
India	Hyderabad, Kolkata, Pune	56	81	129
India	Bangalore, Chennai, Delhi	58	82	131
Taiwan	Taipei	88	121	178
Australia	Sydney	122	174	260
Australia	Melbourne	112	162	239
Australia	Perth	110	169	245
Australia	Brisbane	105	152	224
New Zealand	Auckland	88	153	235
Vietnam	Ho Chi Minh City	85	120	167
Indonesia	Jakarta	73	106	158

Low – no customization, Medium – blend of customization, and High – high degree of customization



Sample : Data Collection and Analysis Support

RAW DATA COLLECTION AND UPDATE

Collection of Design IPs for integrated device manufacturer (IDM)

ROM IP DESIGN LIST

S.No.	Vendor Name	Macro name	IP Type	Description	Process Node	Portability	Application
1	***	High Density Diffusion ROM Compiler	Hard IP	High Density Diffusion ROM Compiler, High Speed	90nmTSMC/CLN90GT	ASIC, FPGA	Communications Consumer Electronics Data Processing Industrial and Medical Military/Civil Aerospace Others
2	***	Via Programmable ROM Compiler, H	Hard IP	Via Programmable ROM Compiler, High Speed - T	90nmTSMC/CLN90G	ASIC, FPGA	Communications Consumer Electronics Data Processing Industrial and Medical Military/Civil Aerospace Others
3	***	High Density Diffusion ROM Compiler	Hard IP	High Density Diffusion ROM Compiler, High Speed	110nmTSMC/CL011G_H	ASIC	Communications Consumer Electronics Data Processing Industrial and Medical Military/Civil Aerospace Others
4	***	Via Programmable ROM Compiler, H	Hard IP	High Density Via Programmable ROM Compiler (T)	40nmTSMC/CLN40LP	ASIC, FPGA	Communications Consumer Electronics Data Processing Industrial and Medical Military/Civil Aerospace Others
-	***	Via Programmable ROM Compiler, U	Hard IP	High Density Single port SRAM Compiler (TSMC	40nmTSMC/CLN40LP	ASIC, FPGA	Communications Consumer Electronics Data Processing Industrial and Medical Military/Civil Aerospace Others

SRAM IP DESIGN LIST

S.No.	Macro name	IP Type	Vendor Name	Description	Process Node	Portability	Application
1	ABI-U-L090G_Multiport_RAM	Hard IP	***	Custom Multi-port RAM's	90nmUMCG	ASIC	Communications Consumer Electronics Data Processing
2	ABI-T-90G-DPSRAM	Hard IP	***	Processor class 800MHz Pipelined Dual Port	90nmTSMCIG	ASIC	Communications Consumer Electronics Data Processing
3	ABI-T-90G-1PSRAM	Hard IP	***	Processor class 800MHz Pipelined 1P SRAM	90nmTSMCIG	ASIC	Communications Consumer Electronics Data Processing
4	ABI-T-13LV-DPSRAM	Hard IP	***	Processor class 800MHz Pipelined Dual Port	130nmTSMCILVOD	ASIC	Communications Consumer Electronics Data Processing
-	ABI-T-13LV-1PSRAM	Hard IP	***	Processor class 800MHz Pipelined 1P SRAM	130nmTSMCILVOD	ASIC	Communications Consumer Electronics Data Processing

Sample : Data Collection and Analysis Support

SURVEYS AND INTERVIEWS

Interviews with pump manufacturing companies for an overview of global progressing cavity pumps market

QUESTIONS	DEPARTMENT: SALES COMPANY: *** COUNTRY: UNITED STATES	DEPARTMENT: SALES COMPANY: *** COUNTRY: CANADA
What is the current market size of global progressive cavity pumps?	NA	The market size for global PCP market is definitely around USD ** to ** billion
How fast is this market growing?	NA	Given the current scenario, the market should register around 6%-7% annual growth till 2025
What are the top end-user industries for this market?	Oil and gas and wastewater treatment are the major end users, followed by the food and beverage and chemical industries	Oil and gas, wastewater treatment, chemicals
By power rating, which are the most commonly used progressive cavity pumps?	In general, up to 50 HP pumps are more commonly used, as compared to pumps higher than 50 HP	Less than 50 HP pumps have a higher turnaround rate
What percentage would be the cost of stator in a progressive cavity pump?	NA	Stator cost ranges between 15%- 18% of the total PCP cost
Which is the most commonly used stator material?	NBR, EPDM, and viton are the commonly used materials for stator	The stator material comes in combination for different applications, so it is difficult to generalize
Who are the major players in the stator market?	The major companies are PCM, MONO, and Moyno.	The major companies include PCM and Artemis.



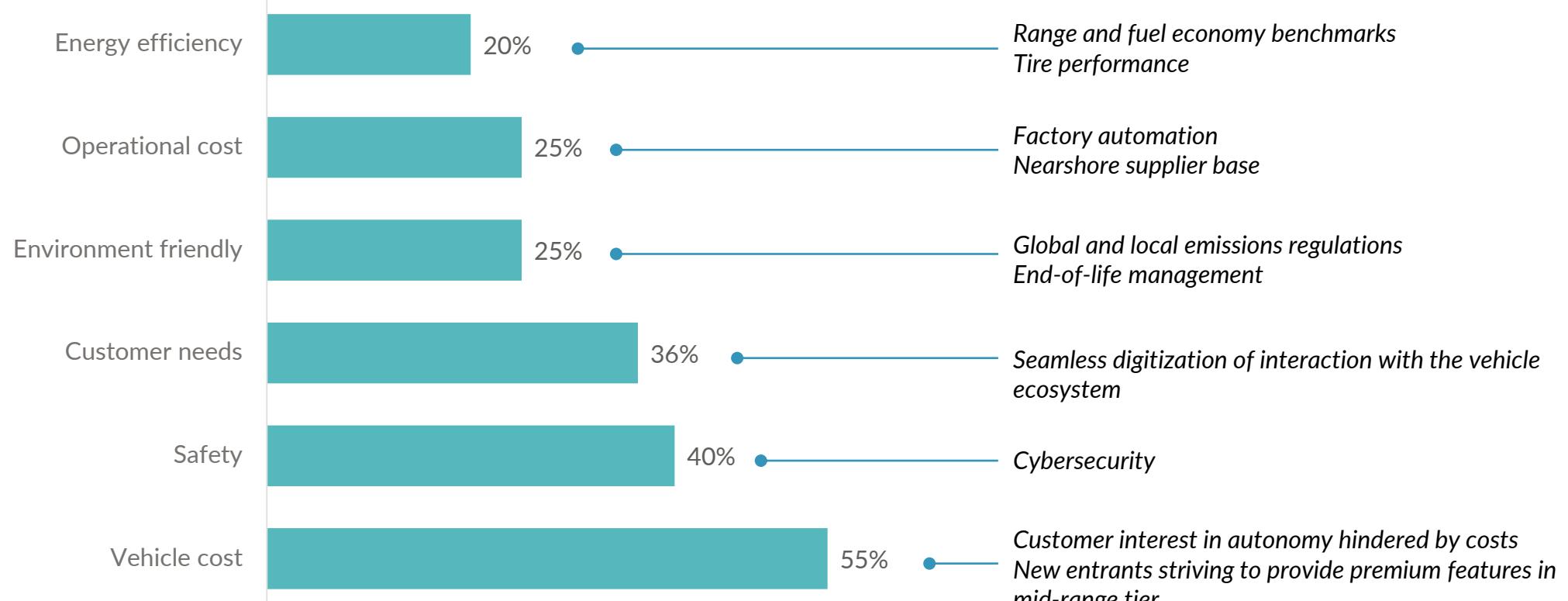
Sample : Data Collection and Analysis Support

SURVEYS AND INTERVIEWS

Top 5 vehicle design priorities for car OEMs

What are the top two design priorities when thinking of a new product launch?

N=40



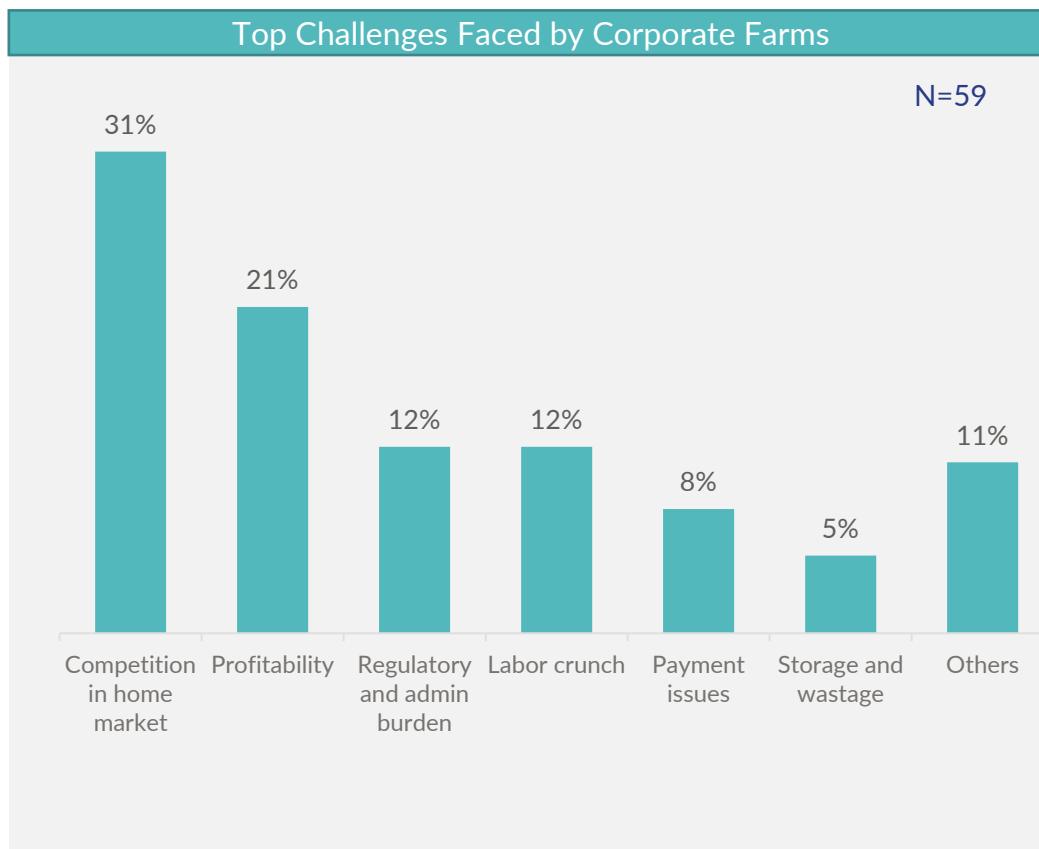
Note: Sum of responses can be more than 100% as respondents indicated more than 1 priority



Sample : Data Collection and Analysis Support

SURVEYS AND INTERVIEWS

Survey of European Corporate Farms on Growth Strategies



"We do have plans to enter the mainland (Europe) but competition in our home market is keeping all of us quite busy."

- General Manager, Farming Company in the UK

"We have seen profit margins go down in 10 consecutive quarters. Demand has sustained, even increased in some pockets but Covid has added many costs in our operations stream."

- Country Sales Head, Farming Company in France

"EU keeps changing one regulation or other. (We) also have to keep tracking changes in local laws. Regulatory aspects of operations add significant risks and costs to our international presence. Even sales teams have to be completely aware of all the regulations in their territories."

- Operations Manager, Farming Company in Netherlands



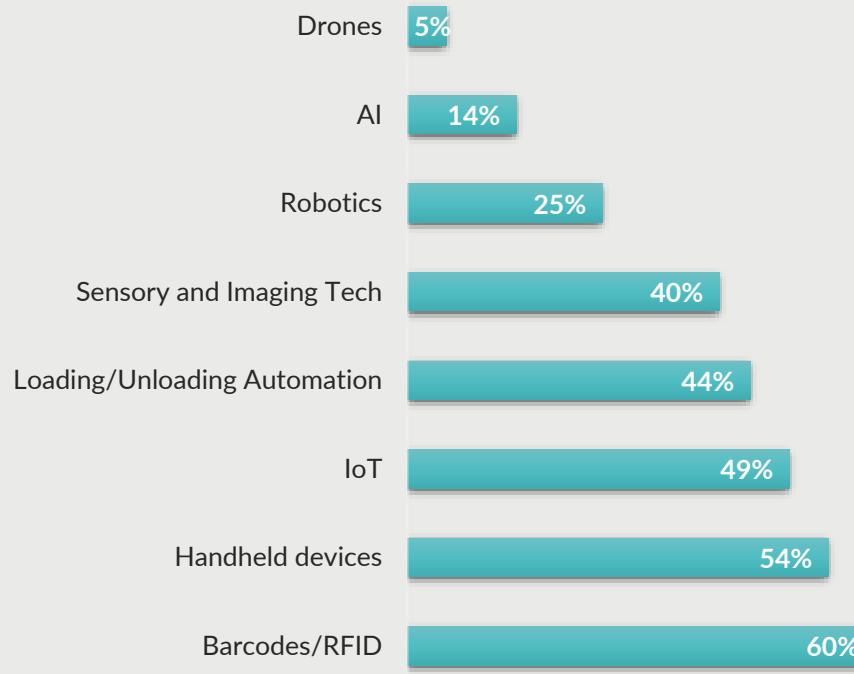
Sample : Data Collection and Analysis Support

SURVEYS AND INTERVIEWS

Survey on warehousing technology in LATAM

TOP THREE WAREHOUSING TECHNOLOGIES THAT CUSTOMERS WILL BE PURCHASING IN THE NEXT THREE YEARS

N=50



Sum of percentages can be more than 100% as respondents indicated more than one technology in their responses

RFID penetration is still low in Colombia if you compare with Mexico. In my opinion, it is the most affordable and most efficient warehousing technology for Colombia. I am sure the local market will also keep pushing barcodes as there is a good margin to be gained.

- Technology Reseller, Colombia

We expect more US and European companies will set up large distribution hubs in the country and will serve Argentina as well from here. Those facilities will have the latest not only in RFID but robotics and even drone for inventory tracking. Brazil has something to offer to everybody (technology).

- Warehouse Printer OEM, Brazil

It is now common to see warehouse workers roaming around with military style gadgets. Small operators are catching up. It (handheld device) looks like an overkill in a warehouse, but it has its utility over a longer period.

- CTO, Mid-sized Warehousing Group, Chile



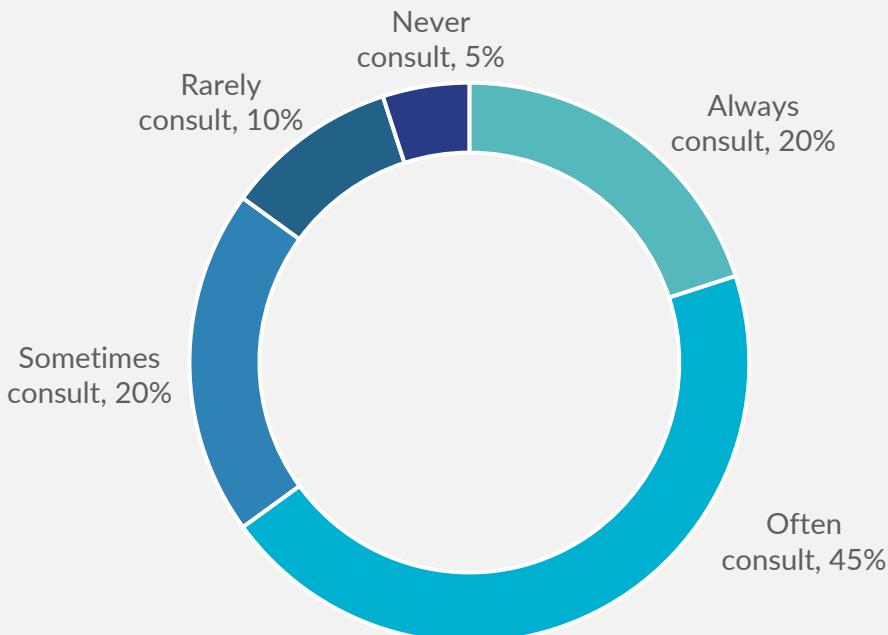
Sample : Data Collection and Analysis Support

SURVEYS AND INTERVIEWS

Survey with software buyers on the influence of online reviews on their decision making

Influence of online reviews on software purchase decisions

N= 50 software buyers in companies with revenue above USD 100 million



Normally we know our top 2-3 options for every use case. Online reviews from peers help break that deadlock. They are more than just a handy tool for pros-cons listings. I find the biggest utility they have is in negating the serendipity factor, questions you did not know need to be asked.

- Head of Software Development, US Apparel Retail Company

We use them (online reviews) all the time. Sometimes, to create a long list, sometimes to create a short list (of options). However, I would not base the entire decision-making exercise solely on reviews.

- VP, IT Enablement , Asian Construction Company

We sometimes check online reviews to gather negotiation levers. Some users mention the deal cost, others talk about package inclusions. Helps us take an informed decision on how much we can extract (from vendor).

- IT Procurement Manager, European Logistics Company



Sample : Investment Intelligence Support

M&A DUE DILIGENCE

M&A Target Shortlisting Scorecard in the Midstream Equipment Market

Name	Geo Presence	Portfolio	Revenue 2020 (US\$ millions)	Synergy with Co. X	Final Score
Weightage	20%	20%	10%	50%	
Co. A (Scoring rationale on slide xx)	4	4	5	5	4.6
Co. B (Scoring rationale on slide xx)	4	4	4	5	4.5
Co. C (Scoring rationale on slide xx)	3	5	5	4	4.1
Co. D (Scoring rationale on slide xx)	4	4	4	4	4
Co. E (Scoring rationale on slide xx)	4	4	4	4	4
Co. F (Scoring rationale on slide xx)	2	5	5	4	3.9
Co. G (Scoring rationale on slide xx)	5	2	4	3	3.3
Co. H (Scoring rationale on slide xx)	4	3	4	3	3.3
Co. I (Scoring rationale on slide xx)	3	3	3	3	3
Co. J (Scoring rationale on slide xx)	4	4	3	2	2.9

Scoring methodology

Criteria	Explanation
Geo Presence	<ul style="list-style-type: none"> Score allotted to target companies based on their physical presence in North and South America
Portfolio	<ul style="list-style-type: none"> Scores allotted to target companies based on the breadth and depth of their product/service portfolio
Revenue	<ul style="list-style-type: none"> Scores allotted to target companies based on revenue generated from midstream specific business
Synergy with Co. X	<ul style="list-style-type: none"> Scores allotted to target companies based on their capability to complement the portfolio of Co. X through entry into new business lines or end-user applications or improving the depth of Co. X's service portfolio



Sample : Investment Intelligence Support

FEASIBILITY ANALYSIS

Financial feasibility summary and price discovery for a Polish company looking to establish a blood bags plant

BLOOD BAGS PLANT : DEMAND ASSESSMENT

Input	Value	Units
Number of bags in a set	XX	bags/Set
Volume/Annum	XX	Sets/annum
Demand from Europe	XX	bags/annum
Demand from United States	XX	bags/annum
Global blood bag demand	XX	bags/annum
Global demand for full sets	XX	sets/annum

DIRECT MANUFACTURING COST

Input	Amount	Units
Raw material	XX	EUR/Set
Other cost	XX	EUR/Set
Indirect cost	XX	EUR/Set
Manufacturing Cost of Blood Bag	XX	EUR/Set
Target profit	XX	Percentage
Market Price	XX	EUR/Set

DIRECT COSTS

Input	Value	Units
Raw material cost		
Raw material cost Increase/(Decrease) of Polyolefin versus PVC	XX	
Material cost of PVC sets	XX	EUR/Set
Production cost of PVC sets	XX	EUR/Set
Other direct cost		
CE certification cost	XX	EUR
Plant & Machinery Investment	XX	EUR
Machine Time & Clean Room Cost inc. Assembly (Labour Costs)	XX	Years
Sterilisation	XX	EUR/Set
Equipment lease cost	XX	EUR/Set
TOTAL	XX	EUR/Set

Sample : Investment Intelligence Support

FEASIBILITY ANALYSIS

Feasibility analysis on small jet ownership

Annual Cost of Ownership	Cirrus Vision SF50	Cirrus Vision SF50 G2	HondaJet HA-420	HondaJet Elite
Crew Salary	109,145	109,145	191,004	191,004
Hangar Cost	14,008	14,008	19,991	19,991
Insurance (Hull and Legal Liability)	12,966	27,951	14,620	14,452
Miscellaneous Overhead	35,717	31,351	48,881	56,146
Total Fixed Costs (without depreciation)	171,836	182,455	274,496	281,592
Depreciation	194,491	302,171	313,287	444,666
Total Fixed Costs	366,327	484,626	587,783	726,258
Assumption : Flying 200 hours per year (Equivalent to 25 round trips between New York and xxx)				
Fuel Cost	55,036 (275.18/hr)	39,312 (196.56/hr)	84,292 (421.46/hr)	83,136 (415.68/hr)
Maintenance	40,762 (203.81/hr)	40,762 (203.81/hr)	29,214 (146.07/hr)	51,710 (258.55/hr)
Engine Overhaul	23,076 (115.38/hr)	23,076 (115.38/hr)	46,824 (234.12/hr)	50,530 (252.65/hr)
Miscellaneous Flight Expenses	29,644 (148.22/hr)	29,644 (148.22/hr)	101,902 (509.51/hr)	101,902 (509.51/hr)
Total Variable Costs	148,518 (742.59/hr)	132,794 (663.97/hr)	262,232 (1,311.16/hr)	287,278 (1,436.39/hr)
Total Annual Costs (incl. depreciation)	514,845	617,420	850,015	1,013,536
Commercial Flights	Annual Cost			
NewYork to xxx round trip in first class – cost of 1 seat booked 1 week in advance	1,550			
Cost for an average of 4 people per round trip	6,200			
Cost over 25 round trips	194,000			



Sample : Investment Intelligence Support

FEASIBILITY ANALYSIS

Financial feasibility summary for a lithium-ion battery plant project within India

Year	Cash (Outflow)/Inflow in USD Thousand
0	(772.50)
1	737.00
2	647.19
3	634.97
4	575.22
5	618.58

DISCOUNT RATE

10%

PROJECT NPV

1533.09

PROJECT IRR

84%



Sample : Investment Intelligence Support

R&D AND PATENT ANALYSIS

Patent analysis of competitors within each business segment of a dermatology client

EDGE SYSTEMS, LLC. (HYDRAFACIAL) – PATENT INFORMATION

EDGE SYSTEMS, LLC. (HYDRAFACIAL) – PATENT INFORMATION

PATENT NUMBER	PATENT TITLE	EDGE SYSTEMS, LLC. (HYDRAFACIAL) – PATENT INFORMATION		
		PATENT NUMBER	PATENT TITLE	PATENT GRANTED (P.G.) / APPLICATION FILED (A.F.)
US6629983B1	Apparatus and method for skin/skin abrasion	US6299620B1	Instruments and techniques for inducing neocollagenesis in skin treatments	2001-10-2 - P.G
US9566088B2	Device system and method for treating skin	US9474886B2	Removable tips for skin treatment systems	2016-10-2 - P.G
US6641591B1	Instrument and technique for controlled removal of epidermal layers	US7789886B2	Instruments and techniques for controlled removal of epidermal layers	2010-09-0 - P.G
		US9550052B2	Console system for the treatment of skin	2017-09-0 - P.G

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EDGE SYSTEMS, LLC. (HYDRAFACIAL) – PATENT INFORMATION

ALTAIR INSTRUMENTS – PATENT INFORMATION

PATENT NUMBER	PATENT TITLE	PATENT GRANTED (P.G.) / APPLICATION FILED (A.F.)	STATUS OF THE PATENT	COUNTRY/REGION	INVENTOR	CURRENT ASSIGNEE	PDF LINK OF THE PATENT
US6241739B1	Microdermabrasion device and method of treating the skin surface	2001-06-05 - P.G	Expired	United States	Stephen H. Waldron	Altair Instruments Inc	https://patentimages.storage.googleapis.com/81/de/3e/1bb88e68c01ec/US6241739.pdf
US6500183B1	Microdermabrasion device	2002-12-31 - P.G	Expired	United States	Stephen H. Waldron	Altair Instruments Inc	https://patentimages.storage.googleapis.com/c6/01/7b/0ac6bc1337d45f/US6500183.pdf
USRE42960E1	Microdermabrasion device (reissue)	2011-11-22 - P.G	Expired	United States	Stephen H. Waldron	Altair Instruments Inc	https://patentimages.storage.googleapis.com/19/5e/62/f7066221b9f60a/USRE42960.pdf
NZ517678A	Microdermabrasion device	2000-11-09 - A.F	Pending	New Zealand	Stephen H. Waldron	-	-
EP1227764B1	Microdermabrasion device	2005-03-23 - P.G	Active	Europe	Stephen H. Waldron	Altair Instruments Inc	https://patentimages.storage.googleapis.com/41/86/29/fa7216e18844d8/EP1227764B1.pdf
CA2359559C	Microdermabrasion device	2005-08-30 - P.G	Active	Canada	Stephen H. Waldron	Altair Instruments Inc	https://patentimages.storage.googleapis.com/30/4b/2d/1004f26d3d410a/CA2359559C.pdf

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INTERNAL



Sample : Investment Intelligence Support

R&D AND PATENT ANALYSIS

R&D landscape and technology incentives in Australian battery market

R&D Activity

- Australia has a well-developed battery industry that is concentrating on increasing its share in renewable technology and the electric vehicle market. In both, a battery is primarily used as an energy storage medium. With growing concern toward the environment and declining prices, the renewable industry grew significantly during the last twelve years.
- Further, according to Electrical Vehicle Council, in the case of electric vehicles, the market leaped in 2021 (till June), with electric vehicle sales of around 8.68 thousand vehicles. Hence, with the growth of these two industries, the Australian battery market witnessed a growth in R&D activities to increase efficiency or charging cycle. For instance, in January 2020, the Monash University, a leading university in Australia, successfully tested and launched the world's most efficient lithium-sulfur (Li-S) battery, which can power an electric vehicle for 1000Km and has the potential to power a phone for five successive days.
- Further, the country is expected to construct a new national lithium research hub in Western Australia for developing the existing battery manufacturing industry in Australia. The project is likely to be funded by the Federal Government, the State Government, and industry. Additionally, in April 2019, the government provided AUD 25 million to build the Future Battery Industries Cooperative Research Centre (CRC) to help tackle industry-identified gaps in the battery industries.

Technology Incentives

- Australia is one of the pioneer countries in which the government has several incentive programs and schemes for battery installations in homes and commercial spaces. Different states have different incentive programs. Some major programs are listed below.

Region/State	Program Name	Overview
Australian Capital Territory	Next Generation Energy Storage	Up to 50,000 homes receive discounted battery storage systems
New South Wales	Smart Energy for Homes and Businesses	AUD 50 million for up to 200 MW (homes and buildings -AUD 1000 incentive per home)
	Smart batteries for Key Government Buildings	AUD 20 million for up to 13 MW
Victoria	Battery Storage Incentive	AUD 40 million for up to AUD 5000 off for 10,000 battery systems
	Solar Home Package	AUD 1.43 billion for up to AUD 2225 off for 650,000 solar systems



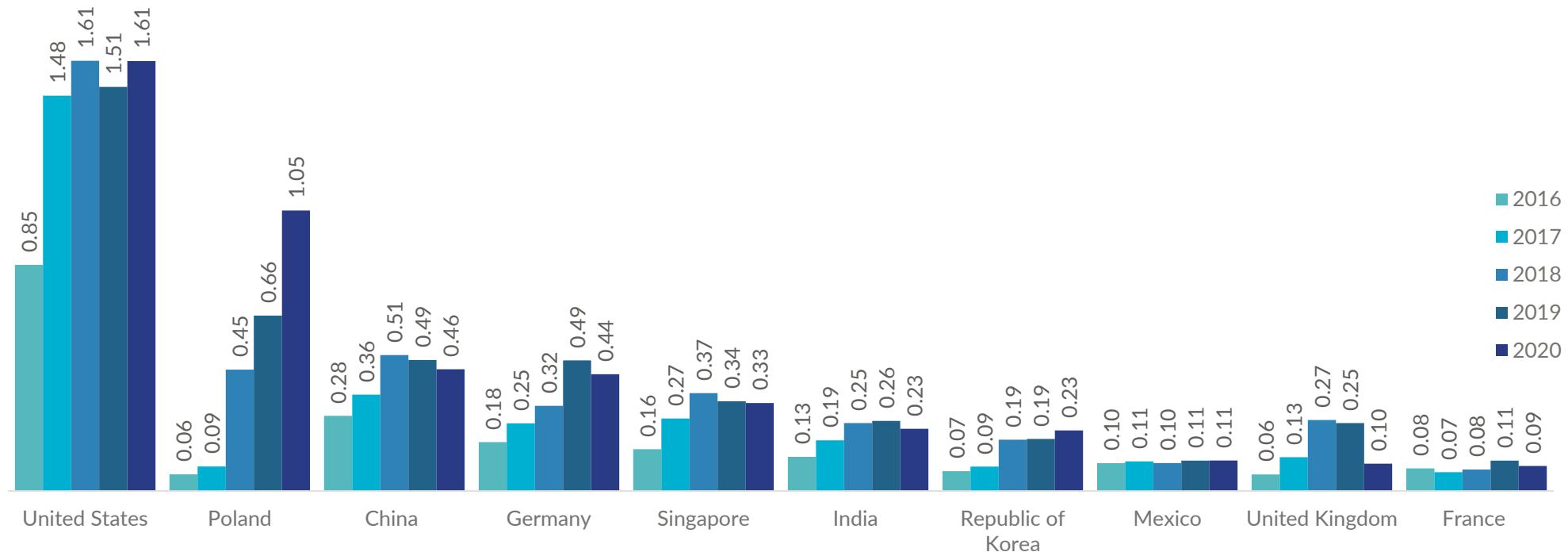
Sample : Product intelligence Support

IMPORT EXPORT INTELLIGENCE

Import export data intelligence on lithium-ion battery separators to finalize target countries

Import Values of Plates, Separators, and Other Parts of Electric Accumulators Used in Battery Manufacturing

In USD billion, by Major Countries, 2016-2020



Sample : Product intelligence Support

PRICING INTELLIGENCE

Monthly Fertilizer Price Updates For 10 Key Consumer Countries

FERTILIZER PRICES: HISTORICAL AND FORECASTED

Country	Year	Month	Anhydrous ammonia	Ammonium Nitrate	Urea 46%	Single Super Phosphate	Triple Super Phosphate	Muriate of Potash	Sulfur (Dust)	Anhydrous ammonia	Ammonium Nitrate	Urea 46%	Single Super Phosphate	Triple Super Phosphate	Muriate of Potash	Sulfur (Dust)
			FOB USD/MT	FOB USD/MT	FOB USD/MT	FOB USD/MT	FOB USD/MT	FOB USD/MT	FOB USD/MT	CFR USD/MT	CFR USD/MT	CFR USD/MT	CFR USD/MT	CFR USD/MT	CFR USD/MT	CFR USD/MT
China	2021	November	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2021	December	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	January	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	February	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	March	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	April	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	May	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	June	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	July	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	August	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	September	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
China	2022	October	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
India	2021	November	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
India	2021	December	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
India	2022	January	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
India	2022	February	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
India	2022	March	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX

Some data has been masked to protect Mordor/client IP



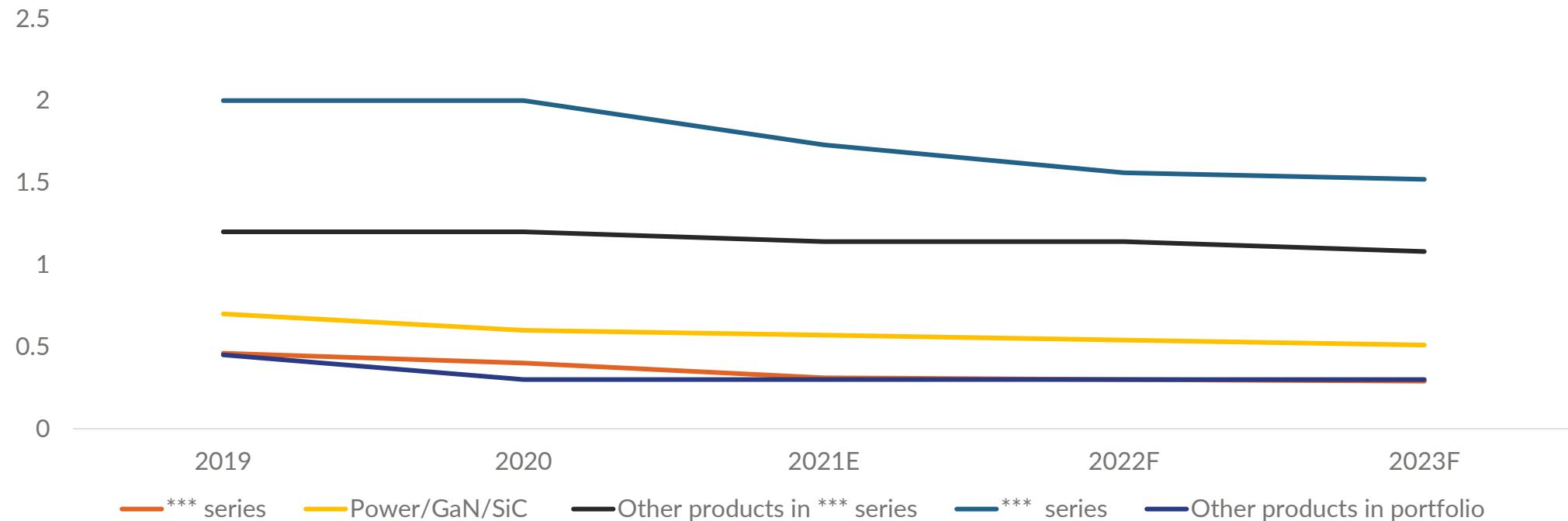
Sample : Product intelligence Support

PRICING INTELLIGENCE

Automated test equipment products average selling prices collected from a Chinese major

AUTOMATED TEST EQUIPMENT PRODUCTS MARKET IN CHINA

*** Company, Product ASPs, Rmb in Millions



Sample : Product Intelligence Support

PRODUCT PRICING INTELLIGENCE

Aftermarket prices in Australia for fuel injectors

Dealer	Part No.	Price in local currency	Dealer	Part No.	Price in local currency	Dealer	Part No.	Price in local currency
xxx	xxx	186	Delphi	xxx	175	xxx	xxx	245
xxx	T417829	922	xxx	xxx	184	xxx	xxx	238
xxx	xxx	287	xxx	xxx	177	xxx	xxx	205
xxx	xxx	249	xxx	xxx	122	xxx	xxx	195
xxx	xxx	302	xxx	xxx	1,240	xxx	xxx	193
xxx	xxx	242	xxx	xxx	612	xxx	B00901A	190
xxx	xxx	245	xxx	xxx	287	xxx	xxx	188
xxx	xxx	220	xxx	xxx	287	xxx	xxx	184
xxx	xxx	184	xxx	131406340	247	xxx	xxx	178



Sample : Product intelligence Support

PRICING INTELLIGENCE

Product pricing for Botulinum Toxin by region

BOTULINUM TOXIN

ASP in USD, by Buyer Type, by Region, 2020

Region	Product Type	Physician Price (Per unit)	Patient Price (Per unit)
United States	Jeuveau	\$5.52	\$ 6.73
	Xeomin	\$4.25	\$ 5.18
	Botox	\$5.26	\$ 6.41
	Dysport	\$1.55	\$ 2.01
United Kingdom	Dysport	\$4.19	\$ 5.27
	Botox	\$4.93	\$ 6.76
	Xeomin	\$4.42	\$ 5.52
China	Dysport	\$3.75	\$ 4.57
	Botox	\$5.02	\$ 6.17
South Korea	Botulax	\$0.66	\$ 0.80
	Nabota	\$0.44	\$ 0.55
	Hutox	\$0.58	\$ 0.74
	Innotox	\$1.15	\$ 5.14
India	Botox	\$2.25	\$ 2.88
	Xeomin	\$1.75	\$ 2.39

Transaction pricing data of ultrasound devices

ULTRASOUND DEVICES

Deal value in USD, by device and brand, UK, 20xx

Device	Brand	Inclusions	Units	Cost	Country
*** ULTRASOUND	***	<ul style="list-style-type: none"> POC Cart Based *** Series Ultrasound 5 year warranty 	2	21,120	UK
VASCULAR ULTRASOUND SCANNER	***	<ul style="list-style-type: none"> VASCULAR ULTRASOUND *** 12 MONTHS WARRANTY AND 4 YEARS P.O.S MAINTENANCE 	2	114,332	UK
FETAL SCANNERS	***	<ul style="list-style-type: none"> FETAL SCANNERS *** 12 MONTHS WARRANTY AND 4 YEARS P.O.S MAINTENANCE 	2	179,000	UK
ULTRASOUND SCANNERS	***	<ul style="list-style-type: none"> Three portable and one high end ultrasound scanners 5 YEARS warranty 	4	208,000	UK

Note:

Data has been masked to protect the IP of Mordor/client

The table has more than 50 data points on ultrasound device related transactions



Sample : Product intelligence Support

PRODUCT POSITIONING ASSESSMENT

Excerpt from product insights conducted on each breath analyzer model available in the country

PRODUCT SUMMARY FOR MODEL XXX OF COMPANY XXX

Parameters	Description
Dimensions (LxWxD)	<ul style="list-style-type: none"> • 19 x 14.5 x 7cm • Weight: 18.75 lbs, Including Battery
Application	<ul style="list-style-type: none"> • Professional (used by law enforcement for alcohol testing)
Pros	<ul style="list-style-type: none"> • Built-in thermal printer • The device is able to store up to 4000 test results
Cons	<ul style="list-style-type: none"> • Requires trained professional to perform the test • Has complex standard operation procedures and preventive maintenance requirements
Performance Metrics	<ul style="list-style-type: none"> • Measurement Range : .000 to .440 g/210L (custom ranges and units of measure are available) • Measurement Types : Direct Test / Manual Sample, Direct Test / Automatic Sample • Accuracy and Precision : Meets the NHTSA and OIML model specifications for Evidential Breath Test Devices
Approvals	<ul style="list-style-type: none"> • NHTSA (US DOT) EBT, Inquire for list of approved US states or certifications in countries outside of the USA. CE Mark

Parameters	Description
Technical specification/ Key features	<ul style="list-style-type: none"> • Sensor Technology : Intoximeters Electrochemical fuel cell and Infrared Detection System • Data Storage : 4000 Tests • Battery : Need Continuous Power Source • Shelf Life of Battery : around 10 years • Power Options : Wall current - 100 - 240 VAC • Operation Time of the Device : 5 seconds • Operating Temperature: 10°C to +50°C • Calibration Interval : More than 6 months • Microprocessor: 1 x 16 bit processor at 25 MHZ • Visual Output : Easy to read, 256 x32 pixel graphic vacuum fluorescent display • Supported COM I/O : RS232 Serial, Parallel, USB, PS2, Ethernet, optional Modem

Sample : Product Intelligence Support

PRODUCT POSITIONING ASSESSMENT

Feature Comparison of Select Vendors and Product/Vendor Positioning Analysis for Marketing Automation Software Market

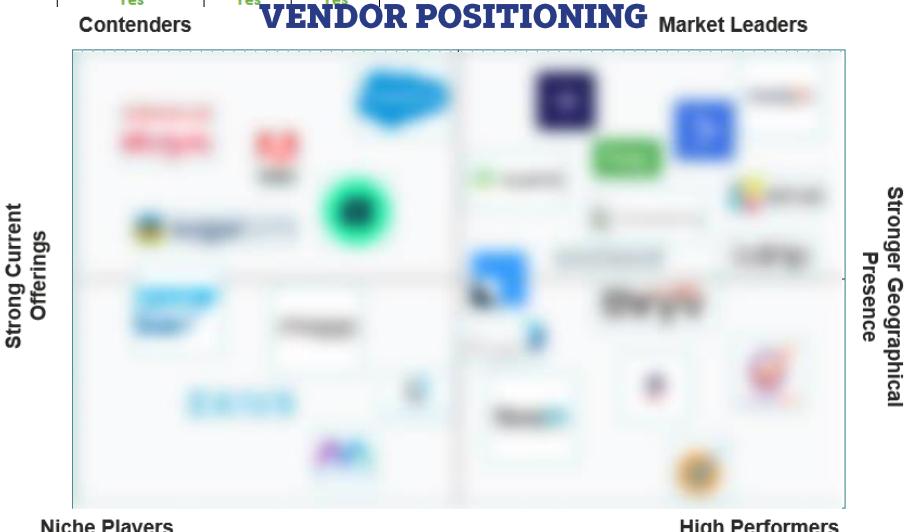
- Marketing automation software (MAS) vendors are ranked based on predefined metrics such as strength of current offerings, partnerships/collaborations, innovation index, industry vertical coverage and market presence scores.
- The strength of current offerings is an aggregate score based on vendor's products across their assigned categories.
- Market presence inputs are gathered by MAS vendors and then normalized across all eligible vendors. Market presence is scored relative to all vendors with presence in one or more regions.

FEATURE COMPARISON

	***	***	***	***	***	***	***	***
Drip Campaigns	Yes							
Conditional Content	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Advanced Segmentation	Yes	Yes	Yes					
Lead Scoring	Yes	Yes	Yes					
Automation Split Testing	Yes	Yes	Yes					
Analytics	Yes	Yes	Yes					
Attribution	Yes	Yes	Yes					
Site & Event Tracking	Yes	Yes	Yes					
SMS Automation	Yes	Yes	Yes					
Native Salesforce Integration	Yes	Yes	No					
Predictive Content	Yes	Yes	Yes					
Webinar Integration	Yes	Yes	Yes					
Lead Management	Yes	Yes	Yes					

Note: Enterprise-level plans of the vendors were considered in the comparison

VENDOR POSITIONING



*Data intentionally hidden from view to follow GDPR rules.

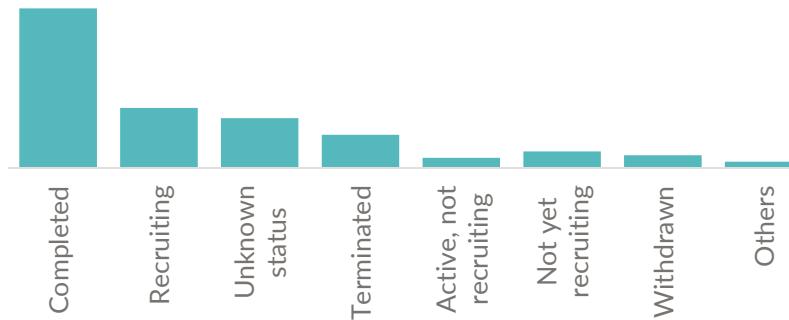


Sample : Product intelligence Support

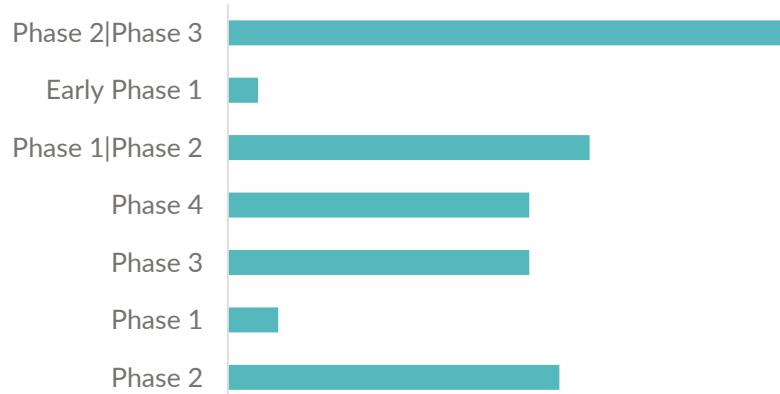
PIPELINE ANALYSIS

Pipeline analysis of enteral feeding formula market

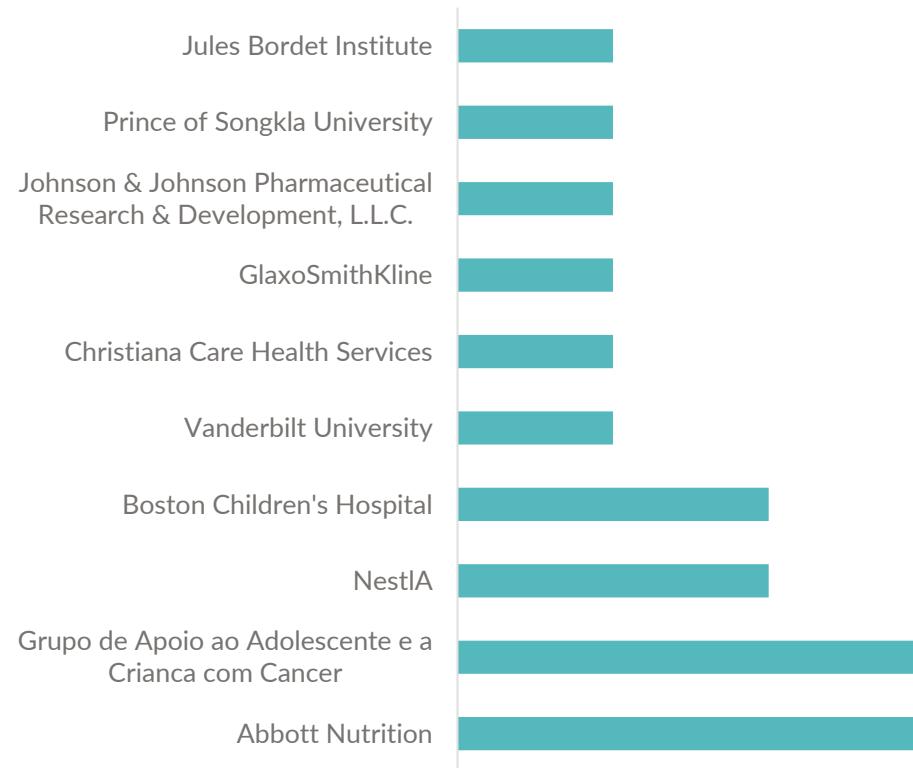
NUMBER OF CLINICAL TRIALS - BY STATUS



NUMBER OF CLINICAL TRIALS - BY PHASE



NUMBER OF CLINICAL TRIALS – MAJOR PRIMARY SPONSORS



Sample : Product intelligence Support

NEW PRODUCT LAUNCH TRACKER

Product launch tracker for global air purifier market

Company Name	Revenue	Y-O-Y Change (in %)	Recent Projects or New Product Launch
LG Electronics Inc.	KRW 63.262 trillion (2020)	+1.53%	<ul style="list-style-type: none"> In October 2020, LG Electronics launched its PuriCare Wearable Air Purifier that employs two H13 HEPA filters which are high-performance and replaceable. In November 2020, Dyson launched new Dyson Pure Hot + Cool Cryptomic air purifier and heater in India.
Dyson Ltd	NA	NA	<ul style="list-style-type: none"> The latest Dyson Pure Hot+Cool Cryptomic automatically senses the indoor air pollution and activates the machine to purify throughout the whole room, capturing 99.95% of ultrafine particles and destroying formaldehyde continuously.
Unilever PLC	EUR 50.72 billion (2020)	-2.42%	***
Whirlpool Corporation	USD 19.46 billion (2020)	-4.72%	***

Note: Some data has been masked to protect Mordor/client IP



Sample : Product intelligence Support

PRODUCT CONCEPT TESTING

Dialysis Fluid new product concept testing study with 25 European nephrologists

Fluid selection criteria

- Physicians indicate patient profile, product biocompatibility and calcium to be the most important criteria to select PD fluids
- Cost is another consideration as evident in tendency to use low-cost Lactate fluids

Role of Acidosis control

- Typical acidosis prevalence rate among PD patients could be 5-20%, therefore it is an important factor in therapy management
- Physicians typically use bicarbonate fluids and tablets to control Acidosis Control as they are perceived to be more effective in controlling acidosis (Acidosis recurrence rate of less than 20% after the use)
- Physician panel consistently mentioned peritoneum preservation, biocompatibility and acidosis control as the key benefits of bicarbonate fluids

Calcium concentration

- Most physicians prefer 1.25 to 1.5 mmol/L of calcium concentration in a fluid

Brand preference

- Products of both Company A and Company B are used interchangeably, although brand A receives more starts compared to brand B. Brand B is also limited to specific usage only (e.g. pediatric) in Scandinavian countries

Unmet needs

- Better affordability
- Need for better biocompatibility
- Reduction in glucose use
- More options in composition of fluids, packaging and delivery systems

SOURCE: End-user interviews



Sample : Customer, Distributor, Supplier Intelligence

POTENTIAL SUPPLIER/PARTNER IDENTIFICATION

First Shortlisting of Chinese Integrated Logistics Providers Based on Capabilities within Value Chain

Supplier	SaaS	Supply Chain Management	Express	Less-Than Truckload	Cross-border Supply Chain	B2B Merchandise Sourcing	Supply Chain Financing	Truckload Capacity Bidding
BEST	✓	✓	✓	✓	✓	✓	✓	✓
SF	✗	✓	✓	✓	✓	✓	✓	✗
JD Logistics	✓	✓	✓	✗	✓	✓	✓	✗
Deppon	✗	✗	✓	✓	✗	✗	✗	✗
ANE	✗	✗	✓	✓	✗	✗	✗	✗
ZTO	✗	✗	✓	✓	✗	✗	✗	✗
YTO	✗	✗	✓	✓	✗	✗	✗	✗
Details on Slide no.	***	***	***	***	***	***	***	***



Sample : Customer, Distributor, Supplier Intelligence

POTENTIAL SUPPLIER/PARTNER IDENTIFICATION

Partner shortlisting summary for Indian HVDC transmission system market

Companies	Capabilities	Analyst view	Potential	Detailed rationale
Hitachi ABB Power Grids Ltd	<ul style="list-style-type: none"> One of the prominent companies involved in the manufacturing of HVDC systems in India Manufacturing base located in India Offers Thyristor, Converter Station, HVDC Light (VSC), and other equipment 	<ul style="list-style-type: none"> Collaboration with the firm may be complex due to the advanced manufacturing capabilities, which are likely to render the association not so uniquely poised to help both companies 	Low	Refer slide xx
Siemens AG	<ul style="list-style-type: none"> Provides consulting and turnkey solutions for India's HVDC systems Also offers refurbishment and upgrade services Vertically aligned with its manufacturing facility in India Manufactures DC gas-insulated switchgear (DC GIS), HVDC PLUS for steady-state and dynamic AC voltage control, HVDC Classic (with line-commutated converter) Affiliated with global companies and handles the construction of HVDC projects 	<ul style="list-style-type: none"> Collaboration with Siemens for technology transfer can benefit in terms of manufacturing capacity and global expansion Siemens already has a global leadership and state-of-the-art manufacturing capability and therefore a solid value add needs to be proposed to convert it into a potential partner 	Low	Refer slide xx
General Electric Company	<ul style="list-style-type: none"> Provides equipment for HVDC system in India Offerings include power transformers, circuit breakers, gas-insulated switchgear, substation automation equipment, and turnkey solutions Vertically integrated and offers customized construction services and equipment for the HVDC market Strong project portfolio for the global market 	<ul style="list-style-type: none"> Can facilitate global HVDC supply chain entry through technological collaboration For a successful partnership, the product portfolio needs to be significantly enhanced to create an equally beneficial proposition for GE 	Low	Refer slide xx

Note: Excerpt from a list of 15+ potential partners analyzed



Sample : Customer, Distributor, Supplier Intelligence

POTENTIAL SUPPLIER/PARTNER IDENTIFICATION

Partner shortlisting summary within Indian aerospace ecosystem

Company	Location	Website	Ownership	Potential partner for	Capabilities
HAL	Bengaluru	hal-india.co.in	Government	<ul style="list-style-type: none"> Launch vehicles 	<ul style="list-style-type: none"> PSLV Manufacturing– Liquid and tankages Cryogenic propellant tanker Launch Vehicles and critical structures for satellites
Larsen & Tubro	Mumbai	ltts.com	Private	<ul style="list-style-type: none"> Launch vehicles Boosters 	<ul style="list-style-type: none"> PSLV Manufacturing – Solids and Interstages Booster segment Gaganyaan LV Solid Booster stage for all SLVs Motor Casing for S200 boosters
Alpha Design Technologies	Bengaluru	adtl.co.in	Private	<ul style="list-style-type: none"> Satellites Spacecraft 	<ul style="list-style-type: none"> Manufacturing of satellites Spacecraft assembly, integration, and testing
Walchandnagar Industries	Pune	walchand.com	Private	<ul style="list-style-type: none"> Boosters Components 	<ul style="list-style-type: none"> Booster motor casings and nozzles Strap on Booster - PSLV/GSLV Core Boosters – PSLV/GSLV Tankages, End Rings
Tata Advanced Systems	Hyderabad	tataadvancedsystems.com	Private	<ul style="list-style-type: none"> Spacecraft 	<ul style="list-style-type: none"> Spacecraft assembly, integration, and testing
Brahmos Aerospace	Thiruvananthapuram	brahmoss.com	Government	<ul style="list-style-type: none"> Engines Tankages Components 	<ul style="list-style-type: none"> Rocket engines Titanium gas bottles Propellant Tankages Control System Components, etc.
MTAR Technologies	Hyderabad	mtar.in	Private	<ul style="list-style-type: none"> Engines 	<ul style="list-style-type: none"> Liquid propulsion engine Cryogenic engine assembly
Bharat Electronics Limited	Bengaluru	bel-india.in	Government	<ul style="list-style-type: none"> Spacecraft 	<ul style="list-style-type: none"> Spacecraft assembly, integration and testing
Godrej Aerospace	Mumbai	godrej.com	Private	<ul style="list-style-type: none"> Launch vehicles Satellites Engines Components 	<ul style="list-style-type: none"> PSLV Manufacturing Satellite manufacturing –engine and satellite thrusters Ground system, onboard antenna, high gain antenna reflector mold Semi Cryo engine



Sample : Customer, Distributor, Supplier Intelligence

POTENTIAL SUPPLIER/PARTNER IDENTIFICATION

Manufacturer, distributor and customer scouting In ASEAN industrial gloves market

Manufacturer List									
S.No	Country	Company Name	Location/Plants	Brands (Own/Other brands)	Coating capability				
1	Malaysia	Top Gloves	Malaysia*	Own	Yes -Polyuerthane Coating, Latex Coating capabilities.				
2		Nastah Industries	Malaysia*	Own	No				
3		Longcane Industries Sdn Bhd	Malaysia*	Own (Elephant & Butterfly)	No				
4		Distributors							
5		Philippines	S.No	Country	Company Name	Brand Portfolio	Location and Regional Coverage	Employee Count	
6			1	DML Subic Freeport Corporation	Kimberly Clark Professional, Honeywell, Deltaplus	Philippines*	30 (Current Site)		
7			2		3M, MSA, Uvex	Philippines*	14 (Current Site)		
8			3		3M, Ansell, Deltaplus	Philippines*	13 (Current Site)		
9			4		Safety .Innner	Philippines*	30 (Current Site)		
10			5	End-user List					
11			6	Thailand	Country	Company Name	Industry Vertical	Location	Employee Count*
12			8		Honda Automobile Manufacturing Company Limited	Automotive	Thailand*		3.9k (All sites in Thailand)
13			9		Mitsubishi Motors (Thailand) Company Limited	Automotive	Thailand*		567 (Current Site); 6K (All sites in Thailand)
14			10		***	Automotive	Thailand*		168 (All Sites in Thailand)
15			11		***	Automotive	Thailand*		13K (All sites in Thailand)
16			12		***	Electronics	Thailand*		4.1K (All sites in Thailand)
17					***	Electronics	Thailand*		6K (All sites in Thailand)
					***	Electronics	Thailand*		3.4k (All sites in Thailand)
					***	Electronics	Thailand*		15K (All sites in Thailand)
					***	Mining	Thailand*		312 (All sites in Thailand)
					***	Mining	Thailand*		80 (Current Site)
					***	Mining	Thailand*		300 (Current Site)
					***	Mining	Thailand*		716 (All sites in Thailand)
					***	Metal Processing	Thailand*		30K (All sites in Thailand)
					***	Metal Processing	Thailand*		997 (All sites in Thailand)
					***	Food Processing	Thailand*		1.8k (All sites in Thailand)
					***	Food Processing	Thailand*		3K (All sites in Thailand)
					***	Food Processing	Thailand*		10K (All sites in Thailand)
					***	Food Processing	Thailand*		125 (All sites in Thailand)

Note:

1. Excerpt from a list of 100+ potential partners analyzed in ASEAN

2. Data hidden from view to protect Mordor/client IP



Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER NEED ANALYSIS

Customer need analysis in industrial waste management vehicles

Fuel economy

- Design vehicles to maximize fuel efficiency
- Trip scheduling to help shorten the distance travelled

Plug and play

- Flexibility to deploy equipment in any type of vehicle from the fleet

Trip scheduling features

- Telematics based dashboard inside driver car
- Reduce number and lengths of trips

Maintenance notifications

- Real time notification of scheduled as well as unscheduled maintenance requirements

Status broadcasting

- Live updates to stakeholders on current location, estimated arrival at a particular location, waste collected, snow removed

Admin. convenience

- Automation to reduce administrative tasks (invoices, wages, overtime) and save administration costs

Safety

- Mechanisms that can alert managers around driver discipline in real time as well as in the form of aggregated information

Innovation

- Vehicles that facilitate the use of multiple equipment within the same vehicle



Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER NEED ANALYSIS AND PURCHASE BEHAVIOR

Customer needs and purchase behavior analysis for IoT-based smart lighting solutions

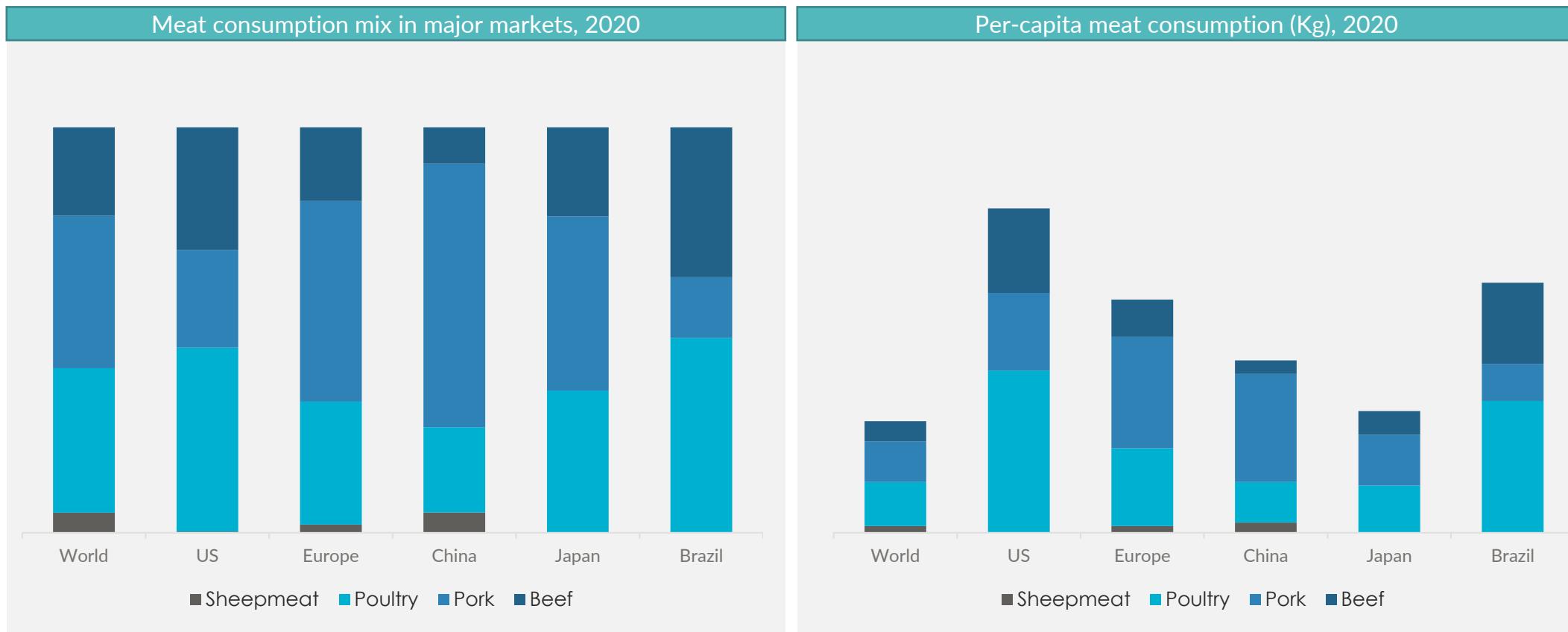
High retrofit demand	<ul style="list-style-type: none"> • From conventional lighting to LED • From LED to smart lighting 	Deterrents in adoption	<p>Financial considerations</p> <ul style="list-style-type: none"> • Not enough employees/customers in office to justify cost • Budget • No green incentives <p>User behavior</p> <ul style="list-style-type: none"> • Lack of awareness around benefits of lighting upgrades, options available (both product and cost) • No specific person carrying lighting optimization as a responsibility • Not enough noise (complaints) on lighting <p>Limitations</p> <ul style="list-style-type: none"> • Product limitations (compatibility with other systems, performance dependent on building structure) • Requirements vary significantly depending on the industry type, size of building and number of end-users
Demand drivers	<ul style="list-style-type: none"> • Cost saving objectives • Sustainability focus • Employee engagement through ambient work environment • Regulations and initiatives on carbon footprint 	Leaders and laggards	<ul style="list-style-type: none"> • Retail, hospitality and manufacturing industries have adopted the smart lighting earlier than most industries • Commercial buildings housing large offices and public spaces such as educational and health institutions/laboratories are catching up • Not enough traction from small offices/buildings



Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER PURCHASE TRENDS

End-user Consumption Trends Analysis for a Cattle and Poultry Major



Note: Data intentionally redacted to protect Mordor/client IP



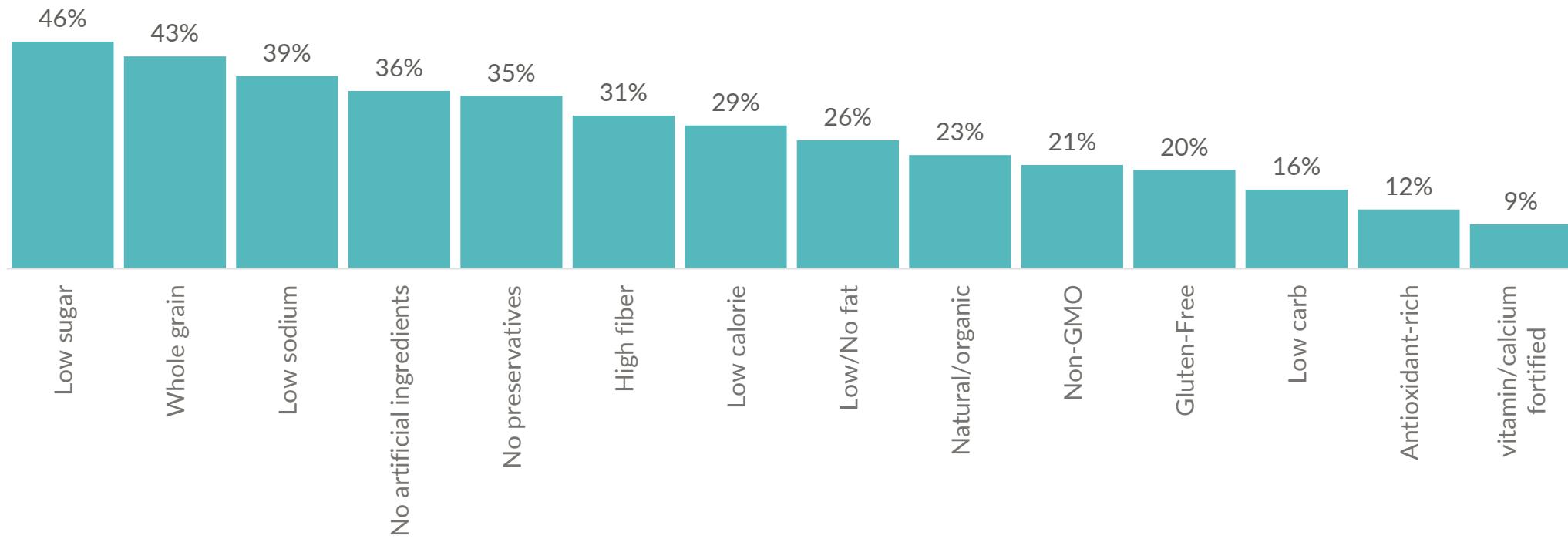
Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER PURCHASE BEHAVIOR

Analysis of Most Sought-After Claims by Consumers of Grain-based Foods For a European Farm-to-Shelf Consumer Company

Most sought-after claims for grain-based food items

Percent of customers who indicated specific traits



Note: Sum of responses can be more than 100% as several respondents may select more than one trait



Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER PURCHASE BEHAVIOR

Consumer behavior at fuel stations in Brazil

Key factors in selecting a fuel station

- Price
- Location
- Brand
- Fuel quality
- Food and store quality

Reasons for selecting a particular time of day to fill up tank

- Morning : Commuting for work, fuel station happens to be on the way
- Day: No time pressure; lesser rush
- Late night/early morning: Long trip, early start

Most frequent channels used for price awareness

- Sign board at the station
- Online tools

Most frequent price discount channels used

- Loyalty card
- Reward points on credit card
- Specific credit/debit card offer on fuel

Top activities at the station other than fuel

- Food & beverages
- Cigarettes
- Bathroom
- ATM

Top deterrents for returning to a station other than price

- Employee attitude
- Cleanliness
- Pumping rate
- Bad lighting



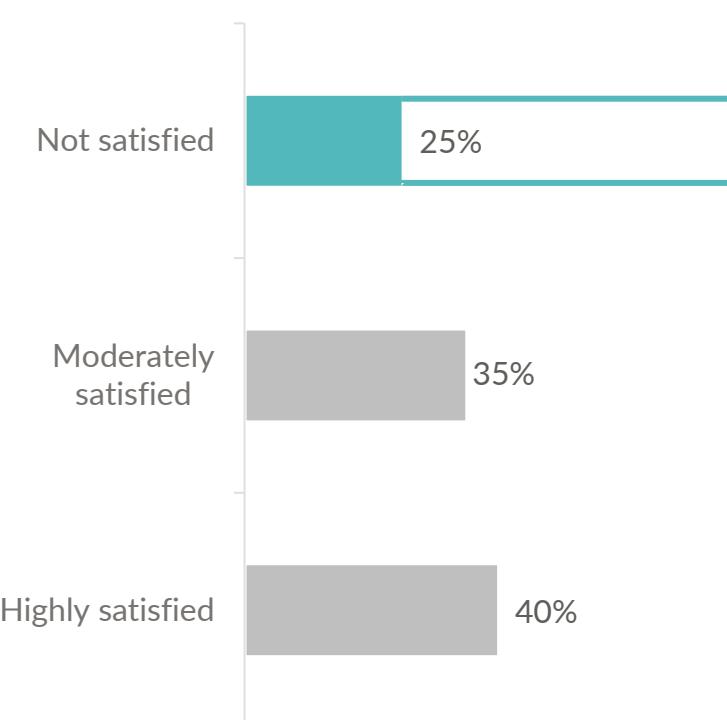
Sample : Customer, Distributor, Supplier Intelligence

CUSTOMER FEEDBACK

User feedback for a US-based construction collaboration software

CUSTOMER SATISFACTION

Percentage of customers indicating satisfaction level



8 KEY DRIVERS OF DISSATISFACTION (1/2)

Software feature	Description
Process flows	<ul style="list-style-type: none"> Manual intervention required to assimilate or replicate process flows at multiple divisions or sites Lacks guided process flow setup (provided by competitor A) Lack of control over process flows for customization
Reporting tools and interface	<ul style="list-style-type: none"> Lack of smart insights, just aggregation of data Data inconsistency Too many steps to create a report Lack of customization
Support	<ul style="list-style-type: none"> High lead time in resolving issues Long waiting time in phone-based support
Interface	<ul style="list-style-type: none"> Advanced collaboration features not available Lack of customization Inconsistency between web and mobile interface No remote access of files on phone Limited filters and sorting options





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