

MARKET RESEARCH

Rivulet Digital

Introduction

Primary research

Secondary research

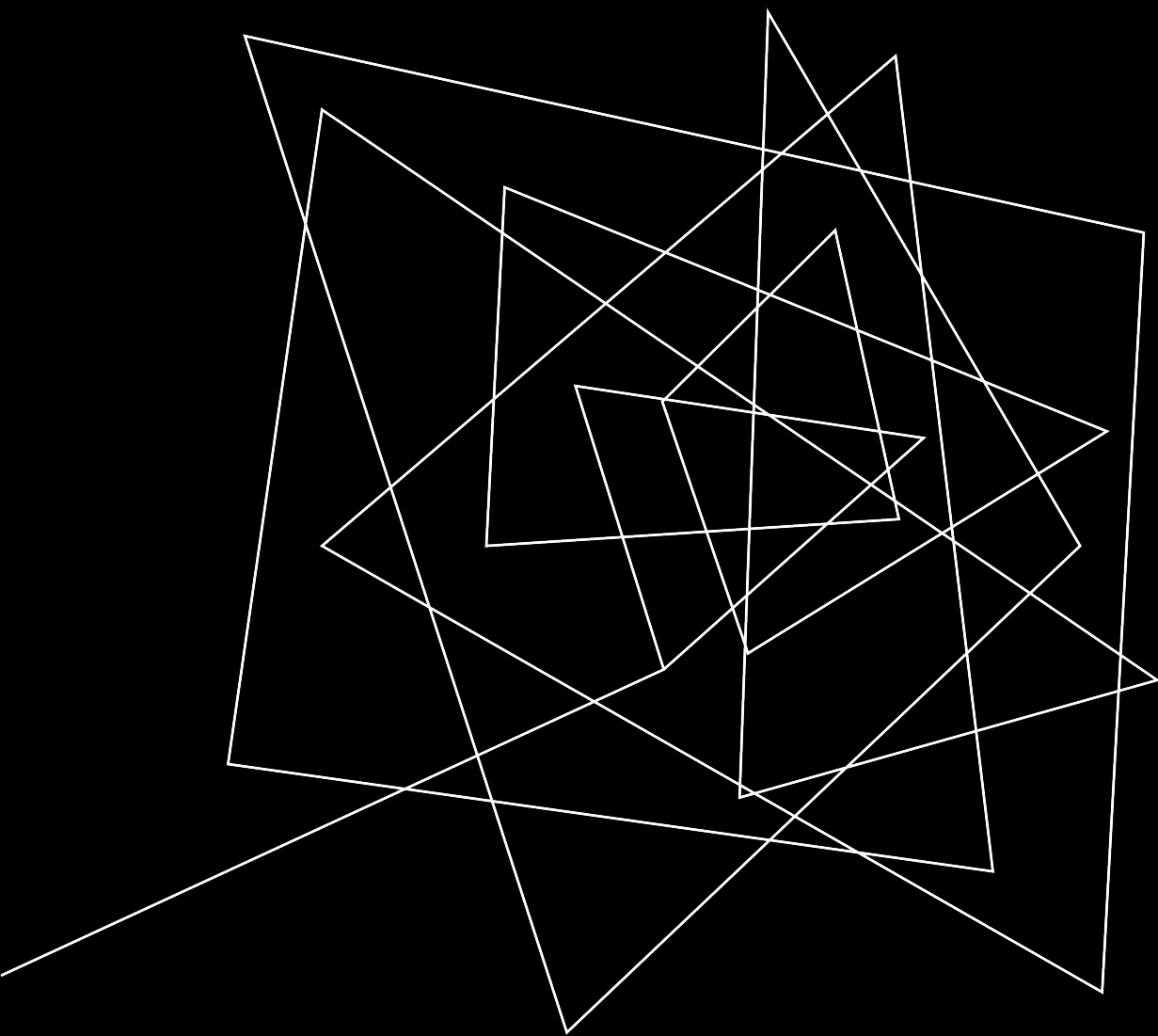
Comparison

Conclusion

INTRODUCTION

Rivulet Digital is a secondary and quaternary business that provides skillsets, expertise and bandwidth that businesses need. It has a variety of available options for clients to choose from such as **website development, ecommerce development, pay-per-click marketing, graphic design and app development**. Their main aim is **“Create well-designed and functional websites to achieve a variety of business objectives”**

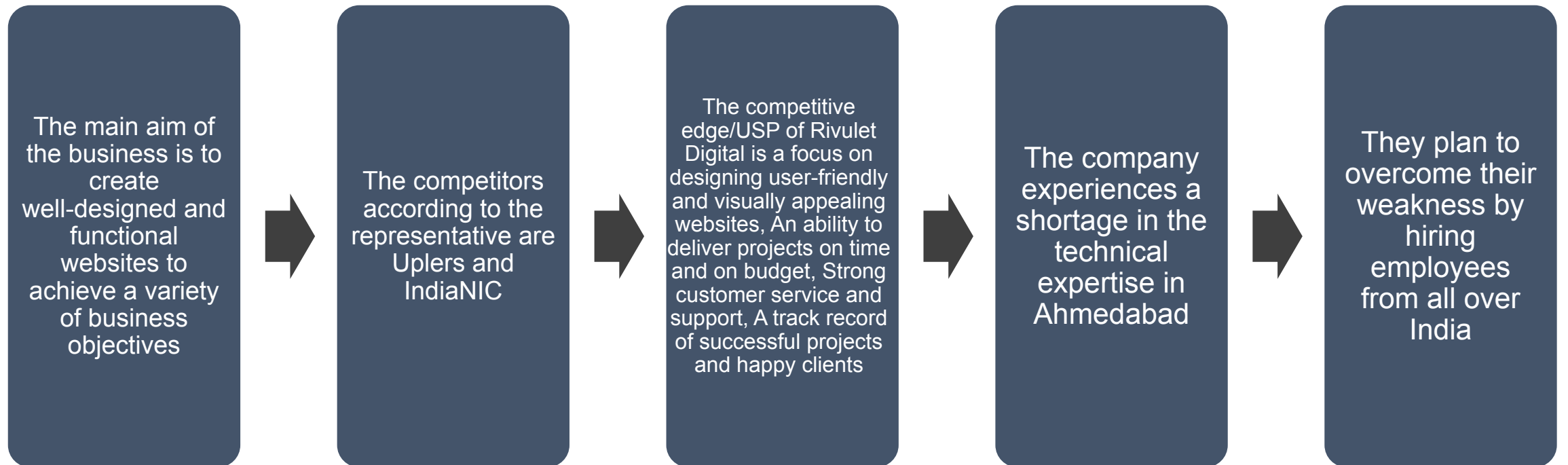




PRIMARY RESEARCH

Questionnaire with a representative

QUESTIONNAIRE SUMMARY





SECONDARY MARKET RESEARCH



MISSION AND VISION STATEMENT

The Rivulet Digital website says the following about the mission and vision statement :

“Rivulet Digital was formed with the goal of bringing together an amazing group of seasoned international professionals with years of combined experience to help clients power through their bandwidth and capability limitations”

If we compare this to the primary research conducted, we can see that it is quite similar what the representative said.

ABOUT THE COMPANY

Rivulet Digital is in the industry of Advertising & Marketing and Business Services according to the portfolio found on zoominfo.com.

Rivulet Digital is a private company.

Rivulet Digital top competitors include: APPTech Mobile Co, Ijager Technologies LLC, Data EximIT, IngeniousMindsLab Co

It has around 25-30 employees and experienced minimal employee retention throughout 2022

COMPARISON BETWEEN PRIMARY AND SECONDARY

Primary

- More engaging and in-depth explanations if required
- Inquiries can be resolved immediately
- Direct source of information reduces chances of misinformation
- Might hide bad information resulting in inaccuracies

Secondary

- Easily available
- Contains detailed explanations
- May contain false information
- May not contain all the necessary data



SUMMARY

In conclusion, we can say that both primary and secondary research contained a plethora of relevant information and have limitations accordingly.

BIBLIOGRAPHY

<https://www.rivuletdigital.com>

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https://www.glassdoor.co.in/Overview/Working-at-Rivulet-Digital-EI_IE5049782.11,26.htm

<https://www.datanyze.com/companies/rivulet-digital/481562327>

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THANK YOU