



### **Selected Experience in the Office Furniture Industry**

- Conducted focus groups in Saudi Arabia and Morocco to determine the potential for office furniture in the Middle East.
- Competitive Intelligence Study for a furniture manufacturer to in Asia to determine both local and international competition in Hong Kong and mainland China.
- Market study of small to mid-size businesses in the US to determine their attitudes and usage of office furniture in the US.
- Market study to determine the number and formation of start up companies in the US and the potential sales of office furniture to this market segment.
- Conducted in-depth interviews to assess the market for printers.
- Conducted online survey of buyers and intenders of high-end furniture to determine the effect of delivery times on the purchasing decision

### **Sample of our Current and Past Clients**

- Ekornes, Inc.
- Herman Miller
- Steel Case
- The Wagner Group