

Why Subcontract Marketing Research?

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Sub-Contracting Market Research, as explained by DJS Research Ltd.

In most cases Market Research companies are asked to design and carry out market research from start to finish. Aside from not having the research expertise available, there are numerous reasons why firms choose to subcontract the work out. Some of the more regular factors that lead to this path being taken are:

- You need to be sure the research is conducted properly, promptly and professionally.

You need a company who will be dedicated in getting this work done to your satisfaction.

You need to have accurate and reliable data that can be relied upon enough to influence major business decisions.

You need unbiased answers, and therefore an objective view.

The research must be brought to bear within the wider business world.

A recognised market research company looks far more credible when findings are shown to stakeholders such as shareholders, investors and employees.

Research will lack credibility if carried out in-house.

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For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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