What is Business Support Market Research?

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Business support market research is most often carried out on behalf of regional development agencies, business links and other organisations providing a similar business support service. By its very nature, business support market research normally consists of B2B interviews, most often with small and medium enterprises.

Research could be connected to a number of things, although client satisfaction with the supporting body is a common occurence, as is research to test wider views in a locality or region relating to the provision, availability and quality of business support services being provided. Market research to gain a greater understanding of the needs of local businesses, in terms of the types of support which would be most welcome, is also relatively common.Â

DJS Research Ltd has vast experience of carrying out business support market research . For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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