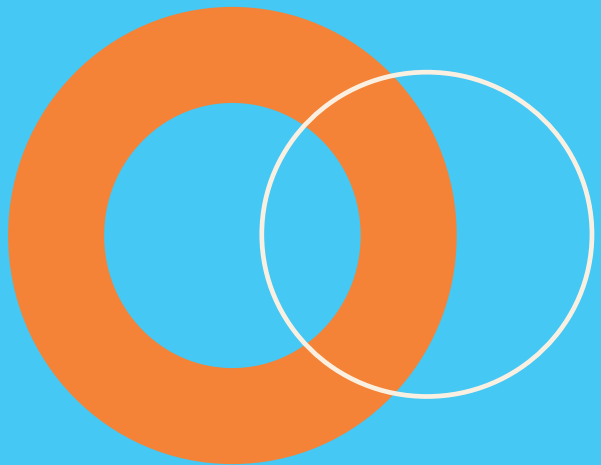




Market Research Centre



Conducting the right market research, whether it's looking at entering new markets or diversifying into a completely new sector, helps mitigate business risks and can offer opportunities for growth.

Enterprise Ireland provides access to premium global business intelligence databases available in our Market Research Centres across Ireland.

We can help you:

- **Validate a market opportunity**
What and where are the opportunities and how do you prioritise?
- **Develop your value proposition**
Who are your target customers and what exactly do they want?
- **Identify your competitors**
Analyse and assess your competitors' strengths and weaknesses.
- **Enter a new market**
Investigate the size and suitability of a market for your product/service.

Global Business Intelligence Databases

The Market Research Centre has the largest repository of specialist online business databases in Ireland providing Enterprise Ireland clients with access to the most authoritative market research resources.

You can access:

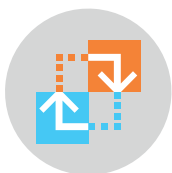
- Country reports
- Global Company profiles
- Multi-Sector reports
- Current & Predictive trend forecasts
- Global Market Analysts (experts on specific market sectors)
- Online trade and business journals

5 Steps for making the most of the Market Research Centre



1. What is your research objective?

Consider what the information will be used for and in what type of resource it may be found e.g. a market report, directory, country information database, journal article etc.



2. Stay informed with the Market Research Centre Blogs/Tweets

Follow us on Twitter at [@EI_MRC](#) where we share up to date information on the reports available to Enterprise Ireland clients. Access the Market Research Centre Blog at marketresearch.enterprise-ireland.com



3. Preview the Business Intelligence Databases

Visit www.enterprise-ireland.com/mrc to search our list of databases to help you identify report titles of interest.

4. Contact us

Contact the Market Research Centre to discuss your research request and to arrange a visit to our centre in Dublin, or to any of our eight regional office hubs.

Phone: +353-1-7272324

Email: market.research@enterprise-ireland.com

Opening Hours: Monday-Friday 9am-5pm



5. Guidance from our Information Specialists

Our information specialists are available to guide you to the most relevant reports/databases for your needs and to provide support before and during your visit to the Market Research Centre.





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