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## In-Market Business Research and Information Services

## Introduction

**e-mel**<sup>™</sup> is a professional services company that delivers in-market business research and information services to the private and public sectors internationally. The business operates a worldwide network of affiliates in over 50 countries, ensuring delivery by people who know and understand the local market. .

### **e-mel**<sup>™</sup> *business research services:*

We offer a bespoke research service to businesses and the public sector. We provide answers to your specific questions from people in the local market who understand how that market operates. In this way, our services offer the best possible support to strategic decision-making. Our exceptional speed of response and competitive prices ensure our clients receive the best information quickly so that they can make the right decisions on a timely basis.

We offer a full range of primary and secondary business and market research, both qualitative and quantitative. This includes conducting interviews, surveys, desk research, focus groups and similar activities.

***We are also able to offer translation services in over 25 languages, including Japanese, Polish, German, Chinese (Mandarin), Spanish (EU & Latin A.) and Portuguese (EU & Brazil).***

*We comply with the Market Research Society's code of conduct.*

### **e-mel**<sup>™</sup> *business information services:*

In addition to research, we offer a service supplying business-related information – just the facts, plain and simple.

- ***Regulatory information:*** We provide information concerning UK and overseas law and regulation – for example: employment law, product specification requirements, company law, industry specific regulatory requirements, contract law. We do not offer legal opinion.
- ***Companies and products:*** We are able to research potential suppliers, products, distributors and customers for companies – UK and overseas, identifying specific companies, contacting them and finding out the specifics about how to approach them to do business.
- ***Procurement:*** We offer a procurement service in which we will purchase samples and pilot volumes of goods for clients (usually up to the value of £10,000) – UK and overseas.

**e-mel™ Example countries of operation:**

Countries include: Botswana, Brazil, China (and Hong Kong), Columbia, DRC, Egypt, Ghana, India, Japan, Kenya, Malawi, Malaysia, Mexico, Mozambique, Nigeria, Pakistan, Russia, Rwanda, Singapore, South Africa, South Korea, Taiwan, Thailand, Turkey, UAE, Uganda, Vietnam, Zambia, The USA and the EU.

**e-mel™ case studies by sector:**

**Retail:** Client objective: To identify the market potential and channels for a new range of nanocosmetics. Our work involved the collection and analysis of information including demographics, client profiling, competitor profiling, identification of distribution channels and identification of relevant regulations / safety concerns or other potential issues relating to nanocosmetics. Result: Identified the target market and distribution channels most likely to be successful for a product launch. Thereafter, the product was successfully launched.



**Low Carbon Technologies:** Client objective: To identify markets that offered the best opportunities to grow sales of low energy heating equipment. Our work included the collection and analysis of information, including demographics, housing stock, primary energy sources, energy sources for heating, market trends, competitor profiling and government assistance programmes. Result: Identified 3 possible countries for client



to promote product in and opportunities to develop new systems for Zero Energy Homes .

**Construction and Energy:** Client objective: To identify suppliers with highly specialised manufacturing facilities and construction companies able to undertake a major project constructing a highly advanced facility in Europe. Our work involved profiling suppliers,



discussing their specific capabilities, specifications and supply sources. Result: Identification of appropriate suppliers of materials, bespoke engineered parts and services.

**Healthcare:** Client objective: To identify relevant standards, certification procedures and potential distributors for a series of innovative medical devices. Our work involved the identification of relevant standards, methods of testing and local certified testing houses; identification of companies distributing related devices, the



contacts within the companies and protocols for submitting new products for their consideration. Result: Identified Certification requirements, independent testing houses, potential distributors and their procedures / protocols for submitting products for consideration.

## Contact

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