



\$2,500
For the basic package

Understanding the projected ROI of a new business just got a lot easier

When starting a business, one of the most challenging questions to answer is, "How can I know if it will succeed?" **Until now.**

Before investing time and money into a new business idea or location, conduct a custom market analysis with Drive Research to learn whether a market is attractive or not for your new concept.

The report can also equip you with critical information to share with investors and financial institutions if you're planning to secure funding.

A custom market analysis with Drive Research includes current and forward-looking market data using 5-year Census projections



The choice of geography is yours. The selection can be as broad or as granular as needed.

We recommend choosing the geography of your target market or what geography you plan to attract 80% or more of your customers from.

- Census block groups
- Congressional districts
- Counties
- DMAs
- Metro and Micro CBSAs
- States
- ZIP Codes
- Mile radius around an address
- Drive time around an address

Confidently fuel decision-making with accurate consumer segmentation

A market analysis by Drive Research also provides the top consumer personas and valuable segments in the tested geography. Through Mosaic clusters, we tell a story of the socio-demographics, lifestyles, behaviors, and culture to better understand your target audience.

Household Profile: Autumn Years



Profile: One of the nation's more elderly groups, Autumn Years consumers are mostly mature couples retired in the same house where they've lived for much of their adult lives.

Lifestyles: Enjoy quiet leisure time, stick around the house to watch TV, play card games, read books, garden, or do hobbies like needlework.

Key features:

- Rural living
- Community roots
- Financial savings

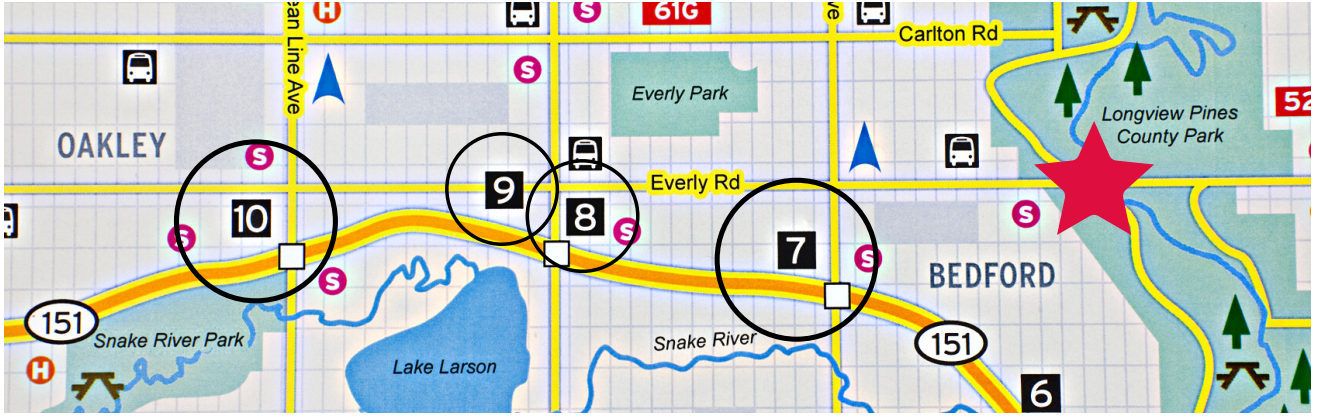
We scour existing data sources, so you don't have to

Your market analysis report will include relevant secondary research surrounding market trends, recommended industry-specific tactics, thought leadership pieces, and more.

The insights gained provide a comprehensive perspective on the area of interest and increase the overall effectiveness of the report.

Keep your customers close and your competition closer

Identifying potential competitors and their profitability is the key to success for any startup or new business venture. Our market analysis reports share a plot point map of your proposed market area that details an inventory of competitors, locations, and revenue amounts.



COMPETITOR	ADDRESS	CITY	STATE	ZIPCODE	ANNUAL REVENUE
Store 7	1 Oakpoint Ave	Oakley	CA	94561	\$1,138,592
Store 8	67 Ashton St	Oakley	CA	94561	\$757,710
Store 9	17 Everly Rd	Oakley	CA	94561	\$246,378
Store 10	29 Everyly Rd	Oakley	CA	94561	\$988,848

The highest standards. The happiest clients.

It's how we've earned a nearly perfect 5-star Google rating from our clients.

Vince Raymond

VP of Client Relations at VIP Structures

I've worked with Drive Research on several market analysis studies. They bring a unique blend of analytical and innovative thinking to our projects. Drive not only collects the quality data necessary but always provides their interpretation and insights into the numbers to help our team take action.



Dominick Manfredo

Entrepreneur

Drive Research put together a custom market analysis report to fit our specific needs. On top of that, they delivered more than expected in the report. The Drive team is awesome!

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