We excel in all types of secondary and primary research with practical advisory across multiple geographies. Numbers are our strong suit and we have some of the finest number whizzes in our team.

What sets us apart is the quality of work that we deliver to our clients and not only the numbers and figures.

We believe in quality rather than quantity. Yes, we have many reports and data models that contain numbers, but our multi-layer quality check process ensures that not a single figure is out of place or irrelevant.
“Market Research and Analysis to take you to the next level of Competitiveness”

We are committed to providing ongoing value to our customers.

We leverage technology and implement best practices, to provide a range of high quality and cost-efficient business research and advisory solutions, from global locations enabling customers achieve their business goals.

**SOME OF OUR SERVICES**

**MARKET RESEARCH:** Corporate image | Consumer Behaviour Studies | Customer satisfaction | Brand Perception Study | Market analysis | New Product test studies | Marketing feasibility | Segmentation Studies | Competitor Analysis | Ad Effectiveness Studies | Price Sensitivity Studies | BTL Effectiveness Studies | Distribution Channel | Media and communication research | Mystery shopping | Service analysis | Product & concept testing | Retail audits and retail research | Syndicated research | Financial research

**SME CONSULTING:** Channel Development | Function Set-up and Management | Sales Process Restructuring | Supply Chain optimization | Market Entry Strategy

**HEALTHCARE RESEARCH:** Corporate image | Prescription audit | Retail research/audit | OTC drug research | Diagnostic studies

**DEVELOPMENT SECTOR STUDIES:** Impact Assessment | Baseline | Monitoring & Evaluation | Sociology economic surveys | Skill Gap Studies | District/State level DPRs | Traffic Surveys

**HOW WE WORK**

From Ideation
We not only help in delivering a practical market scenario report.

To Validation
We validate these market findings through a structured process.

To Implementation
And advise on actual implementation while getting involved with key aspects of the implementation process.
GEOGRAPHICAL SPREAD: Vibrant Markets has worked in over 48+ countries over the world and handled projects in multiple verticals.

OUR WORK MAP: We have over 25+ years of experience conducting market research and business advisory for 30+ industries and over 120+ market segments across global markets.

"Research is the process of going up alleys to see if they are blind." – Marston Bates
SECONDARY RESEARCH
Information is collected from a number of publicly available as well as paid databases. Public sources involve publications by different associations and governments, annual reports and statements of companies, white papers and research publications by recognized industry experts and renowned academia etc. Paid data sources include third party authentic industry databases.

PRIMARY RESEARCH
Once data collection is done through secondary research, primary interviews are conducted with different stakeholders across the value chain like manufacturers, distributors, ingredient / input suppliers, end customers and other key opinion leaders of the industry. Primary research is used both to validate the data points obtained from secondary research and to fill in the data gaps after secondary research.

MARKET ENGINEERING
The market-engineering phase involves analyzing the data collected, market breakdown and forecasting. Macroeconomic indicators and bottom-up and top-down approaches are used to arrive at a complete set of data points that give way to valuable qualitative and quantitative insights. Each data point is verified by the process of data triangulation to validate the numbers and arrive at close estimates.

EXPERT VALIDATION
The market engineered data is verified and validated by a number of experts, both in-house and external.

REPORT WRITING/ PRESENTATION

OUR STRENGTHS
We understand customer requirements, document customer processes and evaluate customer goals.

We believe in developing a customized training program for customer-specific processes.

Not compromising on research values or the quality of our research work.

We work within deadlines – but do not accept projects that are unrealistic.

Fast project turnaround time and substantial cost savings.

Providing effective project management and monitoring arrangements.

We have integrated research teams that involve senior staff with appropriate in-house support.
Dr. Jagat Shah | Founder & Chief Mentor

- Dr. Jagat Shah has a PhD in International Business and has completed his MBA (International trade, with a Gold Medal), graduating in Commerce from Delhi University. He is a certified cluster development practitioner, trained & certified by UNIDO / ILO at Turin, Italy as well as a certified management consultant (CMC) recognized by ICMCI, USA. In last 28 years of his career, he has worked on international market & investment strategies with 25+ countries.
- Since last 23 years, he runs Global Network: www.globalnetworkindia.com, an international trade advisory firm. His company consults Corporates & SME’s on international market strategy & approach. In 2019, he has started a market research company called VIBRANT MARKETS which helps to do secondary & primary market research for companies in India & abroad.
- He has worked on various economic development projects in diverse sectors across verticals like agriculture, food processing, floor coverings, aviation, education, engineering, machine tools, auto components, handicrafts, textiles, pharmaceuticals, medical disposables, consumer goods, gems & jewellery, tourism, biotech & transport.
- He was the team leader of Government of India team to design the National Information, Communication technology – ICT policy for SMEs and has trained government officers in multiple countries to increase their competitiveness and garnering an environment for business development.

Nikhil Sheth | Chief Researcher

- Nikhil Sheth is a Masters in International Business graduate from Mumbai, France and Hungary and has extensive international experience across 35+ sectors, including business travels to France, UK, Germany, Hungary, Belgium and Oman.
- He is an accomplished professional with 14+ years of practical experience in business and market research with market intelligence. His forte lies in management consulting, business development, driving multi-sector trade and investment into India and vice versa via foreign governments and trade delegations and handholding MSME’s to transform into competitive export units.
- He has a deep and holistic understanding of market research having worked with various national and international companies in the private equity sector, healthcare sector, steel and industrial equipment sector, FMCG and textile sector etc.
- Through his expertise in business research and advisory he has mentored multiple Indian enterprises across 35+ cities. Similarly he has mentored multiple American SMB’s (Small and Medium Businesses) across 20+ American cities on how to succeed and practically conduct business in India.

Vani Gupta | Senior Research Manager

- Vani Gupta has a Master’s in Business Administration degree, specialising in Entrepreneurship from Nirma University, Ahmedabad and a bachelor’s degree specialising in Finance from NMIMS, Mumbai.
- She has an experience working with multiple organisations in various sectors ranging from industrial equipment, consumer goods, machine tools, handicrafts to textiles. She has become well versed in gathering data about consumers, competitors and market conditions and can convert complex data and findings into understandable tables, graphs, and written reports.
- Interpreting the data to meet the clients’ requirement and forecasting future trends is her strong suit.
- She has played a decisive role as the key researcher for a diversified conglomerate in the field of engineering & projects for evaluation of opportunities and a detailed assessment of the market for induction furnaces globally.
- She has been instrumental in building the research design, research instruments and leading data collection and analysis across various multi-sector projects for national and international clients.
### Some of our clients

#### International Development Agencies
- The World Bank
- USAID
- UNIDO
- DFID
- giz
- IFC
- ILO
- Commonwealth Secretariat

#### Government of different Nations
- Government of different Nations
- Private Sector
- Public Sector

#### Private Sector
- Microsoft
- Nokia
- Electromech
- Rolls-Royce
- O&G Group
- CHEMONICS
- DAI
- CADG
- World Street Marketplace

#### Public Sector
- sidewi
- State Bank of India
- PDEXCIL
- The Indian Jill Export Promotion Council
- Maxell
- Manitoba Hydro
- Midwest Continental
- RTDS Technologies
- Kroger
- RISE Life Science
- NICHE
- OmniTrax
- LUMOplay
- ProWear Gear
- win-ont Software
- Protegra
- RAX Enterprises Inc.
- Vertical Wind
- Manitoba
- COMPANY LISTING.ca
- Western Glove Works
- Rainbow TracTec
- RED River College
- Winnipeg Aviation
- Challenger Airlines
- ARrium
- Innovative Pharmacy Solutions
- Meridian
- bühler
- AGI
- Norscan
- Canada's Centre for Global Trade
- CROWNCAP
- Kraus Global
- TerraCab
- Canadian Cold Storage
- FWS
- Crowns Engineering
- Brandon University
- Agronomix Software

#### CONTACT US

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