



Acquisition Opportunity

Marketing Research Company

Business Description:

This independent global marketing research company provides a multitude of research services including in-house data collection, project management, data analysis and interpretation, and survey and sampling design. Services are specifically tailored to meet the needs of each individual customer's needs. The company has extensive experience in marketing research, a solid reputation for the highest quality, and a very strong customer satisfaction commitment as demonstrated through their excellent long-term client relationships. They have vast experience areas of Insurance, Government, Pharmaceuticals, Transportation and Travel, Financial, Agriculture, Non-Profit, Political, Consumer Package Goods, Legal and Retail Industry.



Operational Strengths:

Over the past several years, the company has formed excellent strategic partnerships and alliances with the top market research companies in the United States and throughout the world, extending its quantitative and qualitative research capabilities globally. Every study is coordinated by an International Project Manager who is located in the USA irrespective of the countries involved. The Manager constantly updates each client ensuring that they are fully informed of progress on their study. Once all of the data has been collected, the Project Manager then brings the complete body of research into final focus, delivering a product consistent with the

client's business objectives. The company provides consultative assistance using the proper approach and methodologies for the countries for which research is conducted ensuring accurate translations, excellent Project Management in all aspects of the project, and knowledgeable very cost-effective research.

The Transaction:

The Owner is currently entertaining acquisition/merger offers and is willing to stay on to manage the company post transaction. The operation's sales trend in the industry is definitely positive for the firm. The Seller has a management team in place and is willing to transition any new owner post-transaction.

Financials:

Financial Summary					
\$ in 000's	2016 Proj by Seller	2015	2014	2013	2012
Revenue	\$10,500	\$8,400	\$10,971	\$8,325	\$9,211
EBITDA (adjusted)*	\$1,300	\$705	\$1,891	\$1,028	\$1,235

*Prepaid Office Expense Excluded

Other Highlights				
Location	Financials	Management Team in Place	Years in Business	SIC Classification
Revealed Upon Buyer Interest	Audited	Yes	>25 Years	541910

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