



Market Research

MARKET ANALYSIS TO IDENTIFY OPPORTUNITIES IN THE PLASTICS INDUSTRY

KEY WORDS

MARKETING,
CUSTOMERS,
ENVIRONMENT

DESCRIPTION

The service offers comprehensive analyses of the competitive landscape, consumer trends, and business opportunities using quantitative and qualitative market research methodologies. Through surveys, interviews, data analysis, and business innovation tools, potential customer segments, current and future market preferences, and external factors influencing commerce are identified. The results enable informed decision-making and the development of sales, marketing, and positioning strategies to reduce uncertainty when launching products or services.

AVAILABLE TECHNIQUES AND/OR EQUIPMENT

- Data analysis
- Benchmarking
- Statistical and econometric models

APPLICATIONS

- Producers of containers, packaging and plastic items

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