



DRG

Desk
Research
Group

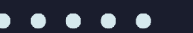
CAPABILITIES

DECODING COMPLEXITY

DELIVERING CLARITY

UK | CANADA | USA

2025



UNLOCKING THE POWER OF DRG

.....

Success Matters

01

Background

Research that simplifies
your toughest decisions

02

Our Value Proposition

Impactful research is a
catalyst for positive
change

03

Our Services

Are you equipped with the
right insights to thrive?

04

How We Work

Flexible project scope,
customizable and affordable
intelligence, and strategic
insights

BACKGROUND

Desk Research Group specializes in delivering high-quality market intelligence, industry analysis, and competitor benchmarking to support strategic decision-making. We continue to be your partner through DRGAxis, ensuring insights are supported with market realities and ongoing implementation.

We partner with you and your teams to become an extension of your business and a trusted sounding board.

Leveraging our multidisciplinary expertise and cutting-edge methodologies. Our first-hand expertise across industries and countries, paired with tailored insights and strategies, ensures you achieve your goals and surpass expectations. We deliver clarity, not just automated solutions.

- MARKET & INDUSTRY RESEARCH
- COMPETITIVE & BENCHMARKING ANALYSIS
- CONSUMER & CUSTOMER INSIGHTS
- STRATEGIC BUSINESS ADVISORY
- DATA-DRIVEN ADVISORY
- RESULTS IMPLEMENTATION
- ONGOING SUPPORT





Comprehensive

“Desk Research Group's comprehensive reporting was a standout aspect of their service. The reports were detailed, well-organized, and easy to understand, providing us with actionable data that we could immediately implement in our strategy.”

Kate Gough – Market Insurance UK



Exceeding Expectations

“I was thoroughly impressed with their research, report services and findings. The team demonstrated exceptional attention to detail, delivering insightful and well-organized data that exceeded my expectations.”

Ciaran Goggin - ELMS Marketing UK



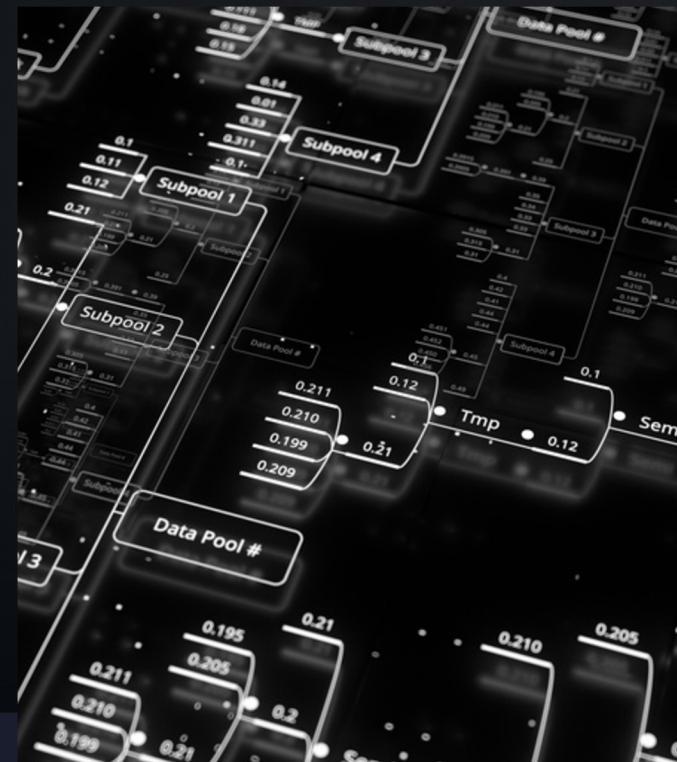
OUR VALUE PROPOSITION

Why Choose Desk Research Group?



ACCURACY & DEPTH

We go beyond surface-level insights to deliver comprehensive and actionable tailored intelligence



EFFICIENCY & COST-EFFECTIVENESS

Save time and resources with our expert-driven research process. Your ambition sets the limit



CUSTOM-TAILORED INSIGHTS

The rules of global commerce continue to be rewritten. We adapt our approach to meet unique business needs



STRATEGIC PERSPECTIVE

Our insights help clients anticipate risks, opportunities, emerging trends, and international trade dynamics

OUR SERVICES

Are You Equipped With The Right Insights To Thrive?

DRG Desk
Research
Group



PRIMARY & SECONDARY RESEARCH

Market potential research is a critical process for businesses looking to enter new markets or expand their presence in existing ones. It involves assessing various factors to determine the potential success of a product or service in a specific market

DRG Desk
Research
Group



STRATEGIC PLANNING

To be a forerunner in your industry, setting precise objectives, defining strategies and charting a pragmatic roadmap is vital. This may involve implementing performance metrics and KPIs, enhancing operational efficiency and executing effective change management among other pivotal factors

DRG Desk
Research
Group



HORIZON PLANNING

We equip businesses with forward-looking insights to anticipate market shifts and emerging opportunities. Our horizon planning framework covers 6 months, 12 months, 3 years, and 5 years, enabling organizations to stay ahead by identifying trends, assessing risks, and building long-term resilience

DRG Axis



INSIGHTS IN ACTION

With DRG AXIS, we put research and strategy into motion, without you having to hire extra management. We guide you in implementing insights, monitoring results, course-correcting as needed, and executing operational plans with precision. DRG AXIS, where strategy meets execution.

WHY DRG?

We believe that impactful research is a catalyst for positive change.

Delivering targeted, actionable insights that empower clients to make informed decisions without requiring a full organizational overhaul



FLEXIBLE AND AGILE

- Entry-level projects completed within 2-4 weeks
- We offer flexibility in project scope and customisation, allowing businesses to pivot quickly based on new insights or changing market conditions



AFFORDABILITY AND ACCESSIBILITY

- Entry-level projects starting at around 2,500
- We are committed to making professional insights attainable and impactful for a wide range of businesses, from emerging companies to established organisations seeking targeted guidance

HOW WE WORK

Discovery & Scoping

Understanding your business needs and defining objectives

Data Collection

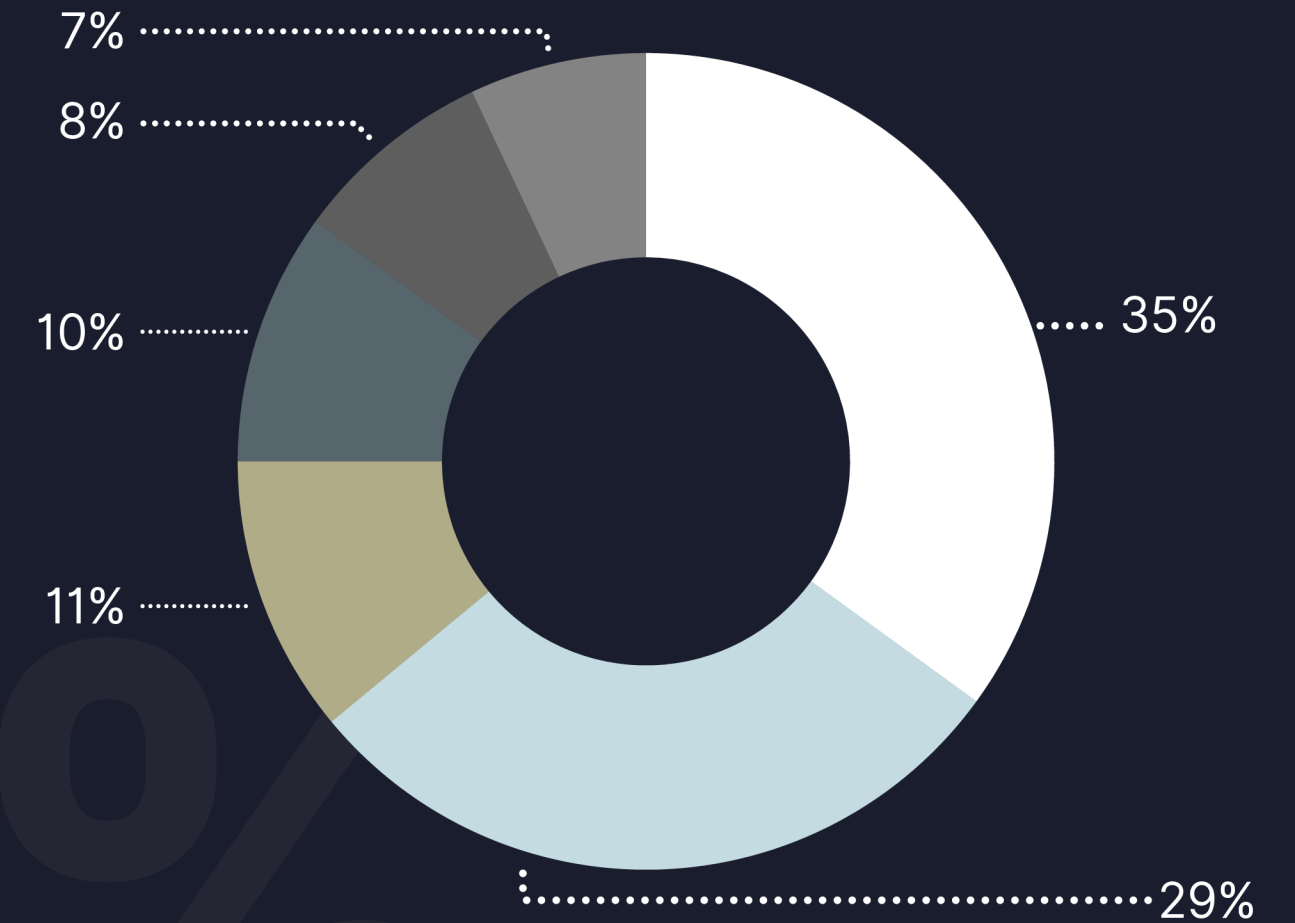
We source from trusted databases, industry reports, expert interviews, and even untapped internal data

Analysis & Interpretation

Synthesizing findings into meaningful insights

Reporting & Presentation

Delivering clear, concise, and actionable recommendations



35%

SINGLE PROJECT LIMITED ENGAGEMENT

- Precise, clearly scoped projects aligned to your immediate objectives
- Project engagements typically begin at 2,500

TAILORED MONTHLY HORIZON PLANNING*

- Tailored strategic roadmaps aligned with your specific growth objectives
- Forward-looking analytics to anticipate change rather than react to it
- Agile scenario mapping to navigate market uncertainties proactively

IMPLEMENTATION OF RESULTS*

- Turning research outcomes into achievable, measurable results
- Providing guidance and project management to seamlessly execute research-driven recommendations

OUR PRICING

We provide hands-on, personalized consulting with close client interactions that lead to truly tailored solutions

* Pricing tailored to scope and complexity after initial assessment.



DESKRESEARCHGROUP.COM

RESEARCH THAT SIMPLIFIES YOUR TOUGHEST DECISIONS

EMAIL: INFO@DESKRESEARCHGROUP.COM