



About: Strategic Marketing

VIBS Group is a strategic marketing research firm providing custom quantitative and qualitative market research specialized in the healthcare, biomedical technology and medical device sectors.

Our custom research services provides clients with actionable market intelligence designed to address specific strategic and tactical objectives. Implementing primary market research is our core capability.

At VIBS Group we believe market research serves as a key link between medical professionals and industry. By introducing market and customer points-of-view, VIBS Group helps industry continuously improve products and services.

VIBS Group client engagements include assistance in the assessment of markets and competitive forces, development and commercialization of products and services, ad campaign management, acquisition and retention of customers, and performance improvement of organizations.

There are no pre-determined courses of action, only innovative approaches, and proven research methods --applied purposefully and systematically.

Strategic Objectives

Clarify

We work together with you to determine your strategic objectives and understand your time and budget constraints. Based on this mutual understanding we will propose a research scope and approach designed to achieve your strategic objective within the time and budget available.

Collect Data & Information

We conduct secondary research. We collect relevant existing data and organize it into usable information. If the specific data required does not exist, we create it by conducting primary research. Appropriate design, sampling and data collection methodologies are used. Typically, primary research involves a combination of in-depth interviews, focus groups, and web-based surveys.

Convert to Market Intelligence

Whether you are looking for global medical device market data or in-depth business intelligence on a company, VIBS Group is a one-stop research source. VIBS Group collaborates with the leading providers of global medical market data and business intelligence to provide our customers with the most accurate and up-to-date information to meet their business information requirements and address specific business decision or strategic objectives. This timely market intelligence is delivered in a way decision-makers understand and can act on.