



## **Athena Market Analysis Services**

- Understand current market situation
  - Primary market profiling
  - Revenue and profit margin analysis (by industry, product, service, demographic, etc.)
  - Undesirable effects and impact to business
  - Market share analysis
  
- Market segmentation and profiling
  - Dun & Bradstreet industry reviews and market potential (size, demographics, SIC Codes analysis) intelligence
  
  - First Research
    - Industry overviews (market size and viability)
    - Recent news and developments
    - Trending and opportunities (product/service demand)
    - Industry forecasts and rating scales
    - Financial intelligence
    - Executive insights
    - Industry websites and trade organizations
    - State profiles
  
- Competitive landscape review
  - Review of competition:
    - Value add offering analysis
    - Target markets
    - Demographics
    - Sales revenue

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