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# Market Assessments

## Overview

As a growing business, the power of data and economic modeling can be of significant value to you while sustaining your organization amidst severe competition. This is especially true, if you are engaging in M&A activity, gaining market share, establishing a presence in the other regions, developing or refining a long term business strategy or entering new markets.

BPM's Economic Consulting Services team can help support your efforts by providing you with detailed market assessments that deliver powerful knowledge to understand the current and constant changes of the market and your position relative to the industry.

## Market Assessment Benefits

A market assessment is an analytical screenshot of a market sector. The analysis provides deep quantitative and qualitative information about the market dynamics and its constant evolution due to business or economic disruptors. Some of these disruptors can come in the form of new products, new investments, new business ideas, M&A activities, or technological innovations, among others.

You can use this assessment to execute important business decisions, determine how to strategically use your resources and take advantage of the right opportunities to get the best return on your investments.

## Market Assessment Methodology

In brief, the analysis is developed by conducting deep market data research and using that information in sophisticated quantitative methods, such as regression analysis, data simulations, sampling estimations and hypothesis testing, among a few.

Most of these techniques are executed with statistical software programs and computer programming languages with active semantics. Economic and market data is gathered from public and private databases and application programming interfaces (APIs).

As the economy changes, market assessments are essential for you to have a better understanding of new economic realities and dynamics. Failure to understand the market could lead to missed opportunities, a waste of resources and a poor return on investment.

## Contact BPM's Economic Consulting Service Team

Our team has global experience in quantitative and data analysis applied to business strategies, financial planning, tax and economic research. Contact us today to learn more about how our expertise can support your organization.

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