WELCOME TO CSP MARKET RESEARCH
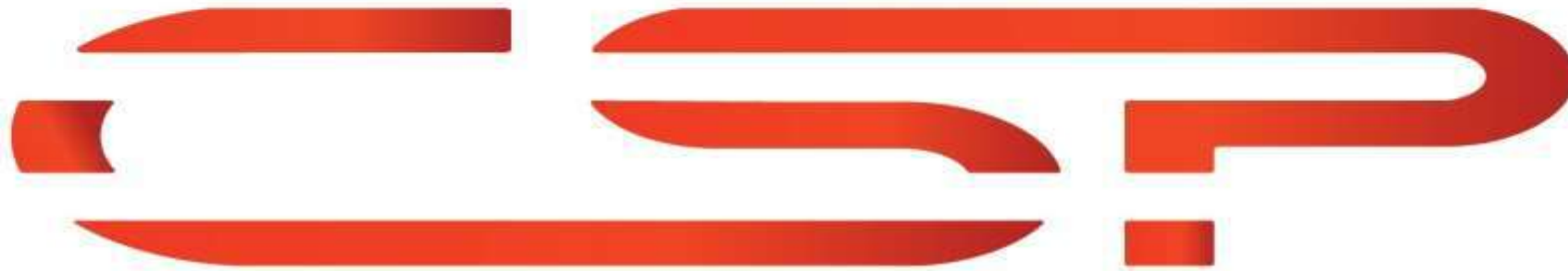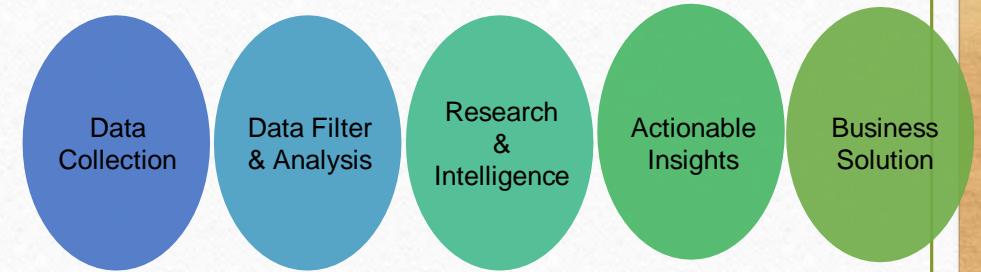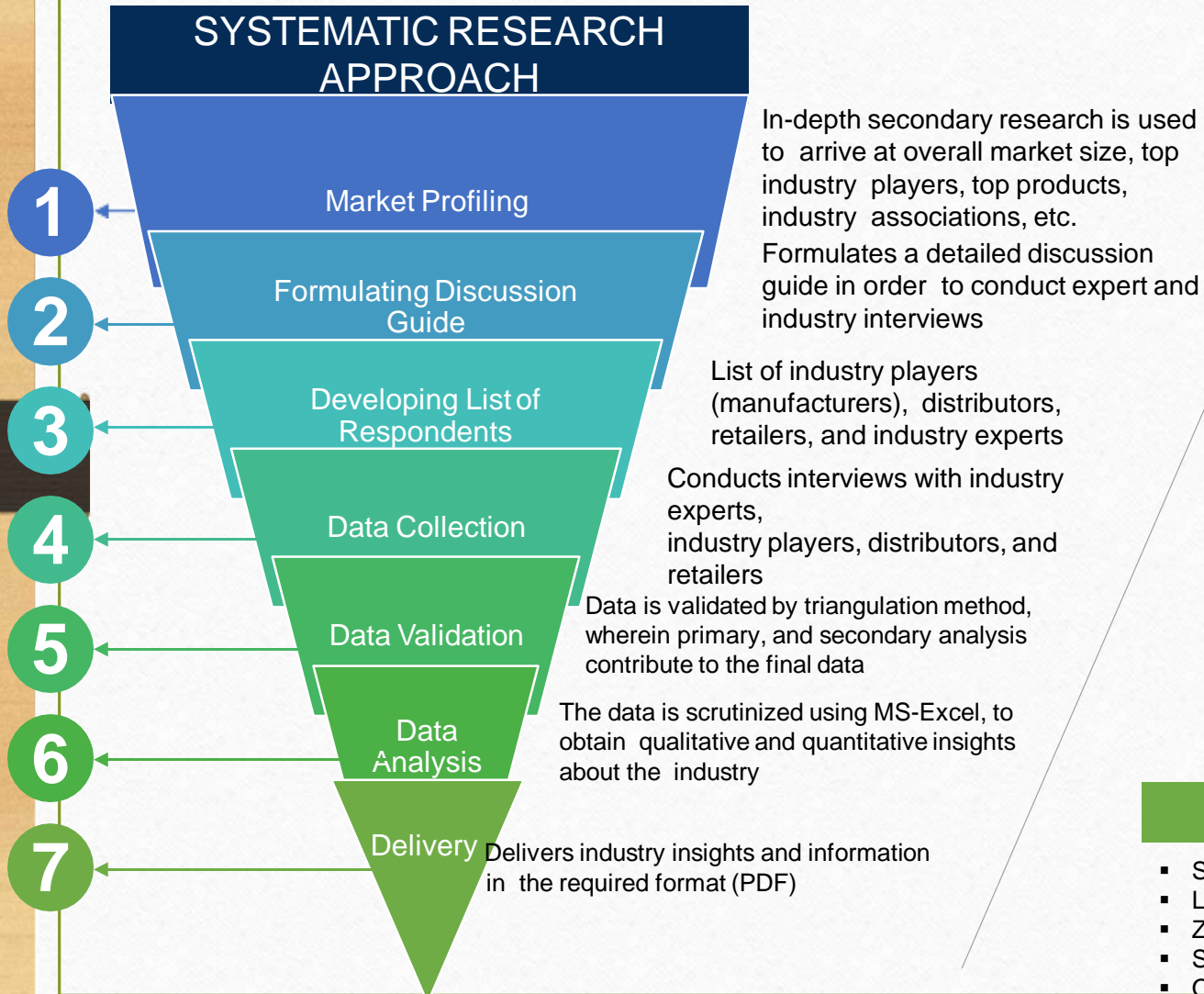
CSP MR- RESEARCH METHODOLOGY

- ✓ RESEARCH METHODOLOGY- 1
- ✓ RESEARCH METHODOLOGY-2
- ✓ QUALITATIVE RESEARCH and QUANTITATIVE RESEARCH
- ✓ PRIMARY RESEARCH RESPONDENTS, BY REGION
- ✓ PRIMARY RESEARCH RESPONDENTS, BY INDUSTRY PARTICIPANTS
- ✓ PRIMARY RESEARCH
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- ✓ MARKET BREAKDOWN & DATA TRIANGULATION
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- ✓ OUR USP'S OF RESEARCH REPORTS

RESEARCH METHODOLOGY- 1

SYSTEMATIC RESEARCH APPROACH

1 Market Profiling

2 Formulating Discussion Guide

3 Developing List of Respondents

4 Data Collection

5 Data Validation

6 Data Analysis

7 Delivery

In-depth secondary research is used to arrive at overall market size, top industry players, top products, industry associations, etc.

Formulates a detailed discussion guide in order to conduct expert and industry interviews

List of industry players (manufacturers), distributors, retailers, and industry experts

Conducts interviews with industry experts, industry players, distributors, and retailers

Data is validated by triangulation method, wherein primary, and secondary analysis contribute to the final data

The data is scrutinized using MS-Excel, to obtain qualitative and quantitative insights about the industry

Delivers industry insights and information in the required format (PDF)

Process flow

Data Collection → Data Filter & Analysis → Research & Intelligence → Actionable Insights → Business Solution

Data Collection:
- Identifying key opinion leaders
- Questionnaire design
- In-depth interviews
- Coverage across value chain

Research segments: Primary Research, Desk Research, Company Analysis
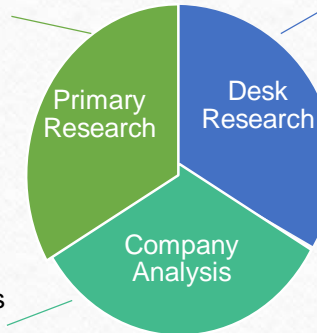
Desk Research:
- Key Industry Experts
- Channel Study Developments
- Market Changing aspects/Dynamics
- Products
- Conclusion

Company Analysis:
- Market Participants
- Key Strengths
- Product Portfolio
- Mapping as per Value Chain
- Key Focus Segments

Primary Research	Secondary Research	Paid Publications
Survey	Company Websites	Factiva
LinkedIn	Company Annual Reports	Morningstar
Zoominfo	White Papers	GBI
Salesforce	Financial Reports	Genios
OneSource		Meltwater

QUALITATIVE RESEARCH and QUANTITATIVE RESEARCH

CSP
WHERE FAITH IS TRADITION
MARKET RESEARCH

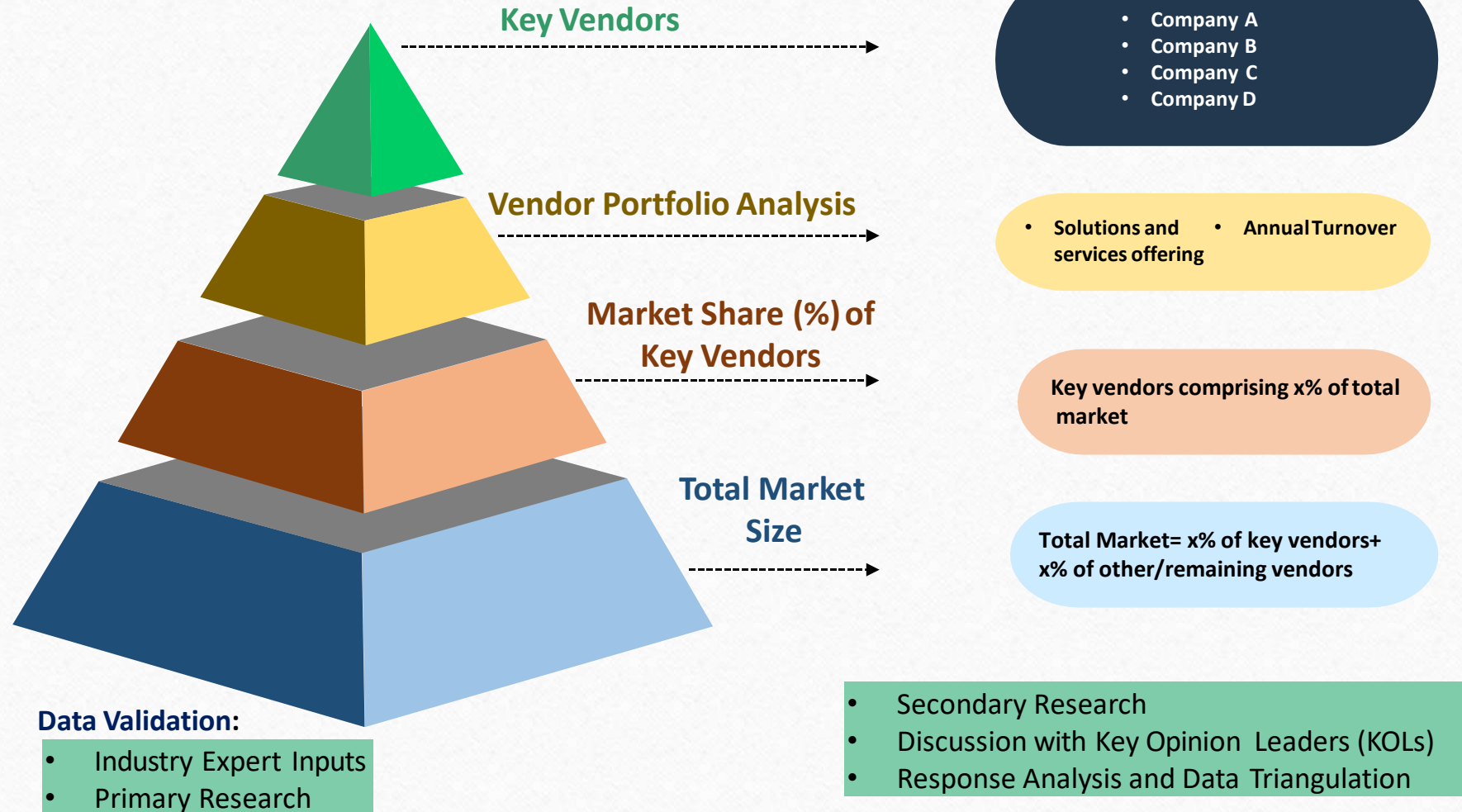## QUALITATIVE RESEARCH

PRIMARY
- ✓Online forums/blogs
- ✓Online communities
- ✓Online chat with KOLs/experts
- ✓Target Information: Insights on market trends, market impact factors, marketing and awareness programs etc.

SECONDARY
- ✓Trade and Industry Analysis Globally
- ✓International Organization for Standardization
- ✓Commercial Publication

PRIMARY
- ✓Online-web (CATI/CAWI/CAPI)
- ✓Telephonic and video conference
- ✓Interviewee Location: Multiple respondents across the regions
- ✓Target Information: validation of secondary findings; cross- verification of other primary interviews

SECONDARY
- ✓Proprietary third party databases
- ✓In-house data repository
- ✓Company sites
- ✓Annual Reports/SEC Filings
- ✓Investor presentations
- ✓Equity & Stock
- ✓(Security Insiders, Security Journals)
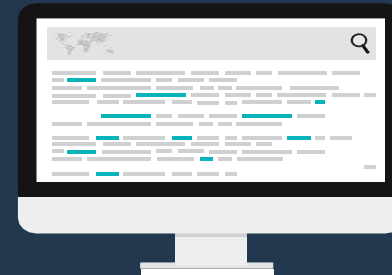
QUANTITATIVE RESEARCH

Primary Research Respondents, By Region

Breakdown of Primary Research Respondents, By Region

North America
■ Primary Research □ Secondary Research

Europe
■ Primary Research □ Secondary Research

Asia Pacific
■ Primary Research □ Secondary Research

Latin America
■ Primary Research □ Secondary Research

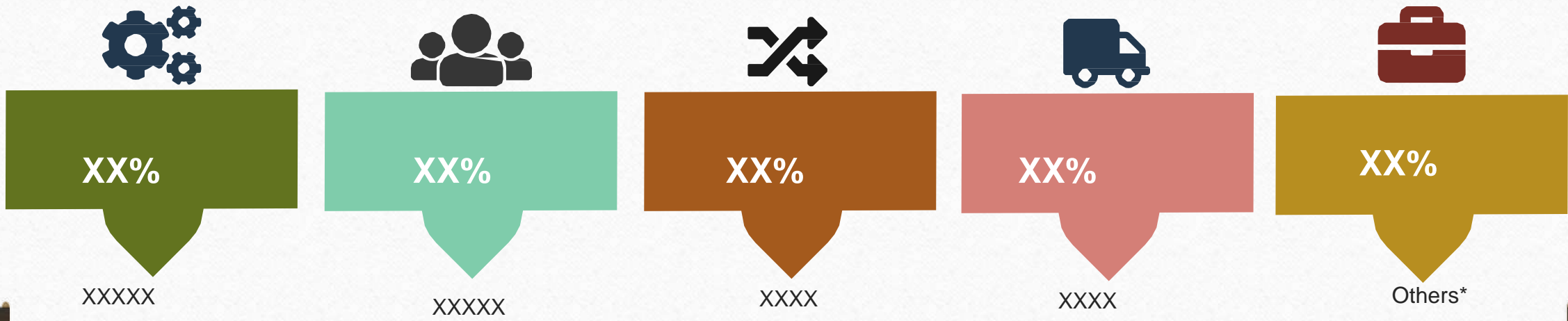## Middle East & Africa
■ Primary Research □ Secondary Research

Breakdown of Primary Research Respondents, By Region

Primary Research Respondents, By Industry Participants

Breakdown of Primary Research Respondents, By Industry Participants

XX%	XX%	XX%	XX%	XX%
XXXXX	XXXXX	XXXX	XXXX	Others*

Market Size Estimation

Both "Top-Down" and "Bottom-Up" approaches were employed to estimate and validate the market size and estimates for the Global Market.

Top-Down Approach

In the top – down approach, the Global Market was further divided into the percentage share of each segment. This approach helped in arriving at the market size of each segment, globally. The segment's market size was further broken down into the regional market size of each segment. The market size of Market arrived using this approach was then crosschecked with the market size arrived by using bottom up approach.

Bottom-Down Approach

In the bottom-up approach, we arrived at the regional market size of the Market, which eventually added up to arrive at the global market size. This is one of the most reliable methods as the information is directly obtained from the key players in the market about their value contribution in that market and it is based on the primary interviews from the key opinion leaders associated with the firms considered in the research. Also if the market is niche with large number of private players, the market size is obtained by estimating the size of the sub-segment at the country level, which is added up to arrive at the segment size at the regional level and then to global market size.

Primary Research

Primary Research

Various industry experts including CEOs, presidents, vice presidents, directors, regulatory departments, service managers, organization executives and other key people of the global Board Games Market were interviewed. The third step involved validation of hypothesis through segmented primary research with the key opinion leaders in the industry, including the company representatives, experts service providers and other industry experts. The primary research helped in assessing the gathered and assumed data with the real-time experience of industry representatives. This also led to modification in certain assumptions that were taken during the process of preliminary research. The analysts arrived at solid data points after the completion of primary research process. In the fourth step, the market engineering was conducted, where the data points collected through secondary and primary sources were compiled to compute the final market sizes.
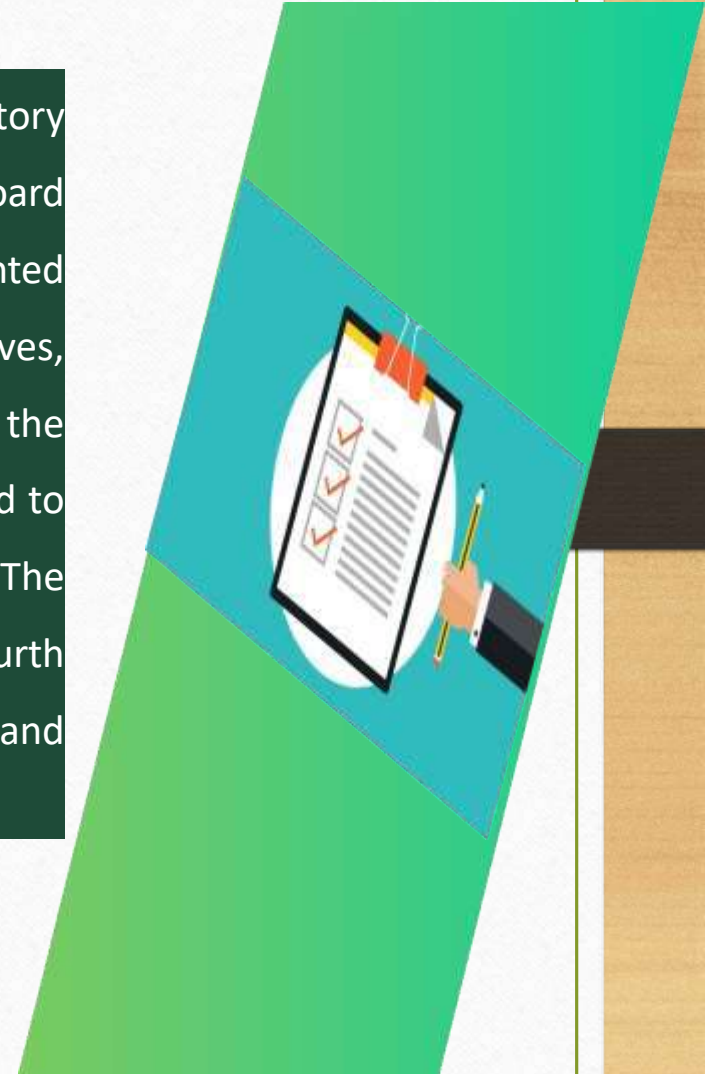
Secondary Research

Secondary Research

The research process began with obtaining historical market sizes of the entire global Board Games Market and the share of each type of segmentation, through intensive secondary research to understand the potential of the market under the prevailing market environment during the past years. The growth rate of the market and its segments was studied with a comparative approach to understand the impact of factors that shaped the market during the recent past. The next step involved the study of present market environment that is influencing the global Market and its expected long-term impact. Weightage was given to several forces that are expected to affect the Market, during the forecast period. Based on the interim analysis, the market numbers were formulated for each of the forecast years for every segment.
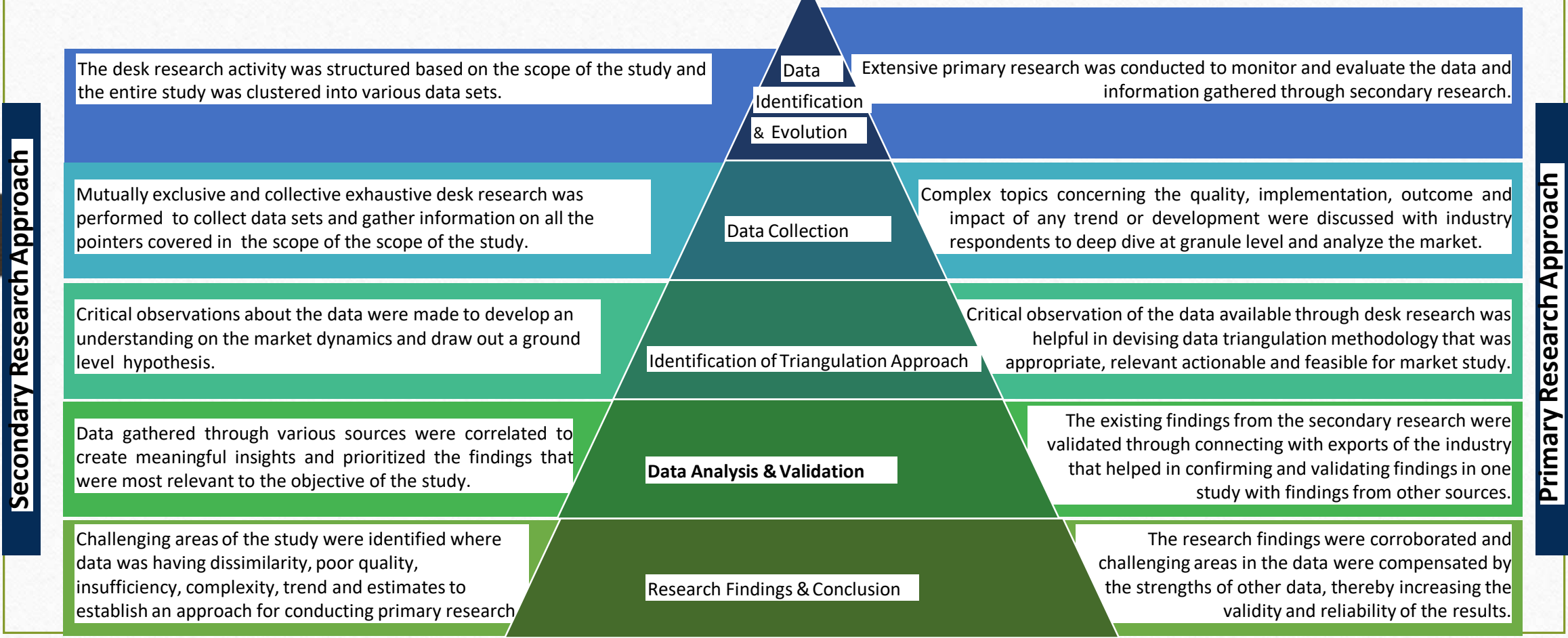
Market Breakdown & Data Triangulation

Market Breakdown & Data Triangulation

DATA TRIANGULATION APPROACH

Data triangulation technique was used to showcase the process of using data from two or more sources. The approach was used to validate the data sets and information that were useful in the overall analysis and create actionable insights.

Secondary Research Approach

Primary Research Approach

Data Identification & Evolution

The desk research activity was structured based on the scope of the study and the entire study was clustered into various data sets.

Extensive primary research was conducted to monitor and evaluate the data and information gathered through secondary research.

Data Collection

Mutually exclusive and collective exhaustive desk research was performed to collect data sets and gather information on all the pointers covered in the scope of the scope of the study.

Complex topics concerning the quality, implementation, outcome and impact of any trend or development were discussed with industry respondents to deep dive at granule level and analyze the market.

Identification of Triangulation Approach

Critical observations about the data were made to develop an understanding on the market dynamics and draw out a ground level hypothesis.

Critical observation of the data available through desk research was helpful in devising data triangulation methodology that was appropriate, relevant actionable and feasible for market study.

Data Analysis & Validation

Data gathered through various sources were correlated to create meaningful insights and prioritized the findings that were most relevant to the objective of the study.

The existing findings from the secondary research were validated through connecting with exports of the industry that helped in confirming and validating findings in one study with findings from other sources.

Research Findings & Conclusion

Challenging areas of the study were identified where data was having dissimilarity, poor quality, insufficiency, complexity, trend and estimates to establish an approach for conducting primary research

The research findings were corroborated and challenging areas in the data were compensated by the strengths of other data, thereby increasing the validity and reliability of the results.

The overall triangulation methodology supported in reinforcing the credibility of a finding, which helped explaining and justifying the research outcomes.

OUR RESEARCH OBJECTIVE

To estimate and forecast market size of the Global market

To define, describe, forecast, and segment of the market. Research Report Market on the basis Market Segment like Product, type, Application, and Geography.

To forecast the market size of segments with respect to the global market

To analyze the competitive intelligence of players based on company profiles, key player strategies, and game-changing developments such as business expansions and acquisitions.

To strategically profile the key players and comprehensively analyze their strategies along with detailing the competitive landscape.

To analyze strategic developments such as joint ventures, mergers and acquisitions, new product developments, and R&D in the global market Study

KEY QUESTIONS ANSWERED

Major factors driving growth of the market

Conduct company's SWOT analysis

COVID-19 Impact on the global market

Various trends affecting the market and key market opportunities

Benchmark the competitors' performance on different parameters

Assess company's alignment with the most attractive opportunities

Various trends affecting the market and key market opportunities

Competitive strategies of the key players operating in the market

Estimate the market potential of identified opportunities

HOW OUR MARKET RSEARCH WILL ASSISTANCE YOU?

The report offers statistical data in terms useful (US$) also as Volume (units) till Forecast period.

Exclusive insight into the key trends affecting the industry, although key threats, opportunities, and disruptive technologies that would shape the Market Research Report supply and demand.

The report tracks the leading market players which will shape and impact the Market Research Report

The info analysis present within the report is predicated on the mixture of both primary and secondary resources.

The report helps you to know the important effects of key market drivers or restrainers on business.

Distribution Channel sales Analysis by Value.

The study provides you the data from the different segment of the industry

Free Customization as per your requirement.

Benchmark the competitors' performance on different parameters

OUR USP'S OF RESEARCH REPORTS

Improves strategic Business decision making.

Helps in research, presentations and business plans.

Covers emerging market opportunities with forecast trends.

Enhances industry knowledge and Build technical insight.

Reinforce competitor's analysis.

Helps to update technological advancement.

Ultimately, helps to maximize profitability of organization

Thank You

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