







































INDUSTRIES & EXPERIENCE

AT-A-GLANCE

Del Mar Research & Consulting helps clients increase top line growth and margins while decreasing the guesswork, costs of development and going to market.

| Industries | Product, Service and Offer Development | | | Marketing B2B and B2C | Business Development |
|--------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Below is a list of industries DMR&C serves | Software Enterprise, SaaS, Web Site, User Experience | Hardware PC, Wireless and Special Devices | Services Managed, Bundled, Pure Service | Needs assessment, Market Sizing & Valuation, Go-to-Market Strategy, Tactics, Programs | M&A, Strategies, Alliance, Co-Marketing |
| Software |  |  |  |  |  |
| Telecommunications |  |  |  |  |  |
| Financial services |  | |  |  |  |
| Hardware |  |  | |  |  |
| Biotechnology |  | | |  | |
| Pharmaceutical |  |  |  |  | |
| eLearning |  | |  |  |  |
| Market Research |  |  |  |  |  |
| Special Products & Services |  |  |  |  |  |