



International Marketing Research & Consulting



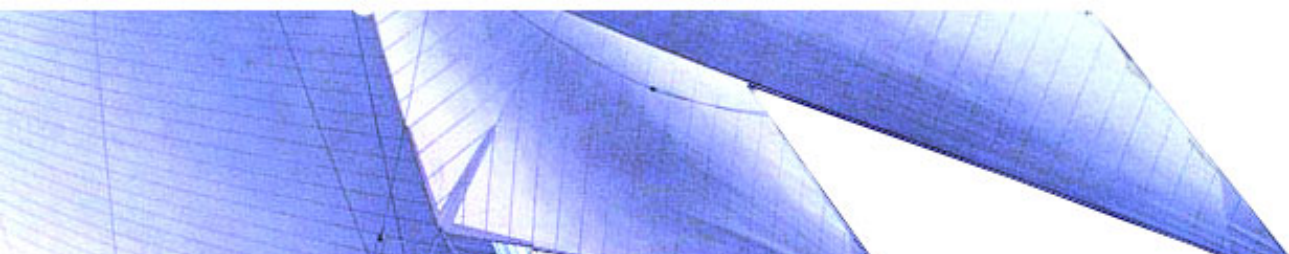
Marketing Knowledge: Your Competitive Edge

[About the SIL Group • Industry Sectors/Clients Served • Services Offered]

The SIL Group are a US based international marketing research and consulting firm. Services include:

- Market development consulting
- Full service marketing research and analysis
- Data collection and processing

SIL Group- 413 Northeast Third Street, Delray Beach, Florida 33483 USA
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Organization

The SIL Group were founded in 1983. Head office is in the Miami area, with client service offices in Connecticut and Chicago. The company maintains affiliate relationships with research firms in Asia, Europe, and Latin America for regional projects outside North America. This structure allows us to better serve our clients by maintaining the flexibility to work with a broad range of international colleagues, each of whom is best suited to particular client needs.

We adhere to the highest standards of ethical practice, quality control, and professionalism. Senior staff maintain membership in most professional organizations, including the American Marketing Association, the British Market Research Society, and the European Society for Opinion and Marketing Research.

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Industry Experience

Since 1983, the SIL Group have worked in a wide variety of industry sectors for clients worldwide. Whether business, industrial, or consumer markets, SIL Group's broad experience means that we probably have worked in your product or service area before, including:

- Accounting & Consulting
- Aerospace/Shipping
- Automotive
- Banking and Investing
- Beverage
- Chemicals
- Consumer Electronics
- Entertainment and Sports
- Fashion & Beauty
- Food
- Government Services
- Health Care
- Household Products
- Industrial Tools
- Information Technology/Systems
- Insurance
- Iron and Steel
- Office Products
- Pharmaceuticals
- Photography
- Publishing/Software
- Real Estate and Construction
- Retailing
- Small Appliances and 'White' Goods
- Sporting Goods
- Telecommunications Products & Services
- Travel & Tourism
- Utilities
- Waste/Environmental
- Watches

Please [contact us](#) for a list of specific clients for whom we have worked in any of the above industry sectors.

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Services Offered

Market Development Consulting

The SIL Group offer Market Analysis and Competitive Intelligence (CI) services based on audits of existing information sources and databases, as well as primary investigations. Whether as part of a 'due diligence' for an M&A or JV, or as a preliminary investigation prior to entering a new market, SIL Group's Market Development Consulting services combine thoroughness and discretion with adherence to the highest ethical and legal standards.

Full Service Marketing Research and Analysis

Qualitative, Quantitative, Hispanic marketing research and analysis.

Data Collection and Processing

We also work with other marketing research agencies on a support basis by providing data collection and processing.

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