

TRADE OMNIBUS SERVICES

WHAT DO YOU NEED TO UNDERSTAND?

Trade awareness & usage of your products, brands or services

Industry profiles & trends

Who your competitors are & what they offer to trades

How satisfied your trade customers are

The potential for new product / service concepts targeted at trades

PURPLE TRADE OMNIBUS SERVICES CAN HELP

Trade	Interviews per quarter	Cost per pre-coded question	Cost per open-ended question
General builders	200	£500	£1,200
Painters & decorators	200	£500	£1,200
Plumbers & heating engineers	200	£600	£1,500

General assumptions:

- Omnibus surveys include your confidential questions and those of other clients, so you share costs
- Minimum of 6 questions
- Surveys conducted quarterly in first month of quarter
- All surveys assume 50% independents / micro-firms and 50% SMEs

Basis of costs:

- Costs are exclusive of VAT
- Quotes available for multiple trades
- Only run if sufficient demand exists

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