

# Market Research with SensoPLUS Representative and Qualified

Fact Sheet 2

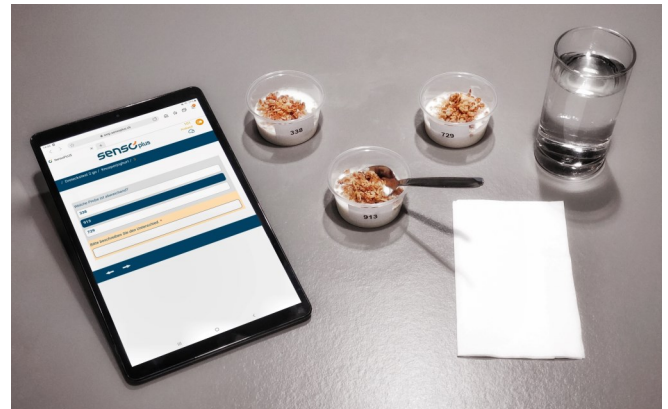
Topic: SensoPRODUCT Service

## Your Challenges

- Identifying purchasing behaviour and consumer needs for food, near-food, packaging and / or concepts
- Keeping in mind the consumer's point of view during the entire innovation process
- Knowing and optimising consumer acceptance of your own product range in the market environment

## Professional Consumer Studies

- For concepts or prototypes during the innovation process
- For new product developments or extensions to a product range
- For recipe modifications and product optimisations
- For regularly conducted, standardised product comparisons
- Test environment: Central location test, home use test, face-to-face survey at the point of interest
- Test methods: Acceptance test with/without CHANCE-method, preference test, difference test, descriptive test, etc.



## Advantages for Your Company

- Future market success based on representative market research results
- Secure foundations for decision-making
- Professional project management with established expertise in the food industry
- Target group-related, quantitative consumer testing, possible due to a large panel pool
- Automated and clear presentation of results during and comprehensive reporting immediately after the survey

**senso**product

for professional product tests

You can learn more about the services and products of SensoPLUS in a personal conversation.

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