

ABSTRACT

Company X is a subsidiary company that specialises in smart end-to-end software solutions for a variety of sectors where their services have historically been delivered to a single customer in this industry, thus Company X has never been market-oriented and has difficulty estimating market demand since the majority of its clients do not contact them with their problems. Later on, the company intends to determine which markets are most compatible with Company X's services and most profitable in the long run.

Using Market Research methods, Company X sought to determine which market is more profitable between the healthcare and semiconductor market. Both markets are analysed utilising market analysis elements such as market size, growth, trends, and profitability. Additional research on the chosen market is conducted utilising existing internal databases on buyer personas and potential customers. A comparative benchmarking of Company X's competitors was also analysed in order to determine Company X's market position.

This undergraduate thesis report proposed recommendations using qualitative method. As the result of examining Company X's marketing strategy, the outcome of this research included marketing strategy advice for Company X that can help the company to engage and create business deals with new clients in the long run.

Keywords: Market Research, Market Analysis, Healthcare, Semiconductor.