

DUCKER

RESEARCH & CONSULTING

CLEAR ANSWERS. EXCEPTIONAL OUTCOMES.

Research and consulting services to help grow
your products, services, customers and markets.



ABOUT DUCKER

Founded by William H. Ducker in 1961 as a premier research and consulting firm, Ducker quickly became a valued partner to its clients through a strong focus on research and analytics in complex, industrial markets.

As industries and the global economies evolved, so did Ducker's footprint. Decades before many of its competitors, the management team opened a network of international offices and developed unique regional competencies to better serve multi-national clients; as well as support growth mandates of local businesses throughout Europe and Asia.

WHAT WE DO

Ducker serves corporate and financial clients with bespoke market research, consulting and M&A transaction support services.

The firm focuses on a variety of global industry sectors where business dynamics, supply chains, competitive landscapes and customer demands are complex.

Ducker's professional team of researchers, analysts, engagement managers and principals understands market complexities, and when combined with proven research and analytical methodologies, Ducker teams deliver unparalleled insights.

OUR SERVICES



New Product/Service Testing



Customer Analytics



Marketing Strategy/Analysis



Geographic Expansion



DUCKER.COM

1-800-929-0086
1250 Mapelawn Drive
Troy, MI 48084

Ducker Research & Consulting Services for Small Business

New Product/Service Testing

Ducker can help to support new product and service development through needs assessment, product testing and commercial strategies.

Customer Analytics

Our team will help you understand your customers needs. Our team will work to improve performance through voice of customer and NPS research.

Marketing Strategy/Analysis

Ducker partners with businesses to help expand their market. Our team will work with you to define market size, market share position, evaluate your life cycle, and define risks vs. rewards in expansions and growth.

Geographic Expansion

Our teams have years of experience evaluating channel, route to market and digital strategies for superior service and distribution.

Markets	Customers	Competitors	Offerings	Channel	M & A
Expand market & sector opportunities	Advance customer experience & loyalty	Disrupt & outperform the competition	Develop innovative products & services	Optimize channel & digital business strategies	Identify & prepare successful M & A transactions

The Ducker Team

Chris Fisher
Managing Principal
cfisher@ducker.com

Jamie Bender
Managing Principal
jbender@ducker.com

Katie Schlafhauser
Senior Analyst
kschlaflhauser@ducker.com

Amanda Smith
Marketing Coordinator
asmith@ducker.com

Let's start a discussion on how Ducker services and expertise can help your business grow and improve performance!