

ABOUT US

Paragon Market Research is a full-service Marketing Research Company headquartered in Denver, Colorado. **Paragon Market Research**, along with our sister company **Paragon Media Strategies**, has been helping clients achieve their goals for over twenty years.

Paragon Market Research works in a wide variety of industries including packaged goods, beverages, consumer durables, finance, industrial products, restaurants, healthcare, high tech, cable TV, telecommunications, utilities, entertainment and media.

We use **time-tested methodologies** like telephone research, Internet studies, focus groups and 1-on-1 in-depth interviews, as well as **advanced analytics** – discrete choice conjoint, factor and cluster analysis, perceptual modeling and market segmentation.

OUR MISSION

To be the best market research organization a client could possibly ask for.

OUR LEVEL OF SERVICE

We are available to you seven days a week, twenty-four hours a day. That means someone will always be available to help in anyway that we can during regular business hours as well as evenings, weekends, holidays.

OUR LEADERSHIP



Michael Reid, President. 25 years in the business with broad category and industry experience, Fulbright Scholar.

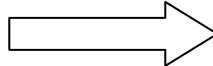


Dave Xaviers, Vice President Client Services. 25 years handling virtually every research methodology used. Absolutely dedicated to client service.

PARAGON MARKET RESEARCH IS A FULL SERVICE MARKET RESEARCH AND CONSULTING FIRM

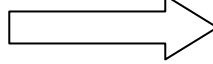
With over 100 years in combined research experience, Paragon offers uncompromised excellence in Market Research.

Paragon handles all steps in the research process:



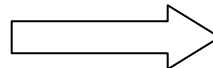
- Research Design
- Develop Questionnaire and Moderator's Guide
- Data Collection
- Coding & Tabulation
- Application of Statistical Procedures
- Analysis
- Summary Report
- Presentation

Paragon has experience in many types of research studies



- Market Analysis
- Sales Analysis
- Brand Positioning and Equity
- Brand Tracking and Awareness
- New Product Development
- Distribution and Pricing
- Advertising Research
- Segmentation
- Customer Satisfaction
- B2B
- Conjoint and Discrete Choice Analysis

Paragon will help determine which methodology is best for your situation.



- Focus Groups
- In-depth, 1:1 Interviews
- Anthropological Investigations
- Internet Studies
- Telephone Studies
- Pre-recruited Center Location Tests
- Advanced Analytics
- Customized

PARAGON HAS EXPERIENCE IN A BROAD RANGE OF INDUSTRY TYPES.

Beverage
Business Solution
Entertainment
Financial Institutions
Healthcare
Hi-Tech
Media
Packaged Goods
Restaurants
Telecommunications
Utilities

*Paragon would like to be your strategic partner in
your quest for greater profitability and excellence.*