

# LUMEC

## MARKET RESEARCH PACKAGES

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package 1

**Desktop  
Market  
Demand  
Assessment**

3-4 weeks

**R39,100**  
including VAT

package 2

**Full Market  
Demand  
Assessment**

4-6 weeks

**R60,600**  
including VAT

package 3

**Feasibility  
Study**

6-8 weeks

**R93,840**  
including VAT

**Desktop Market Demand Assessment**

A desktop market demand assessment provides an initial understanding of the economic viability of your business concept/idea based on desktop research techniques. The research will quantify current and projected demand for your concept/idea, such as potential number of users or units.

You will receive a research report which includes:

- Lean canvas model (i.e. business model)
- Target market segmentation
- Demographic and socio-economic profile
- Market and industry analysis
- Competitor analysis
- Demand assessment
- SWOT and gap analysis

**INCLUDES** // basic desktop stakeholder engagement

**EXCLUDES** // primary research such as surveys

**Full Market Demand Assessment**

A full market demand assessment provides a detailed understanding of the economic viability of your business concept/idea based on both desktop and field research techniques. The research will quantify current and projected demand for your concept/idea, such as potential number of users or units.

You will receive a research report which includes:

- Lean canvas model (i.e. business model)
- Target market segmentation
- Demographic and socio-economic profile
- Market and industry analysis
- Competitor analysis
- Demand assessment
- SWOT and gap analysis
- Primary research findings

**INCLUDES** // both desktop stakeholder engagement and primary research such as surveys

**Feasibility Study**

A feasibility study provides a detailed understanding of the economic and financial viability of your business concept/idea based on both desktop and field research techniques. The research will quantify current and projected demand and convert this into a financial model along with operational and institutional models for your business.

You will receive a research report which includes:

- Lean canvas model (i.e. business model)
- Target market segmentation
- Demographic and socio-economic profile
- Market and industry analysis
- Competitor analysis
- Demand assessment
- SWOT and gap analysis
- Primary research findings
- Institutional model
- Operational model
- Financial model

**INCLUDES** // both desktop stakeholder engagement and primary research such as surveys

PACKAGE 1	PACKAGE 2	PACKAGE 3
✓	✓	✓
✓	✓	✓
✓	✓	✓
	✓	✓
✓	✓	✓
✓	✓	✓
		✓
		✓
✓	✓	✓

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Informed economic solutions

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## Terms and Conditions Apply

- Lumec is not obligated to commit to the costs as presented for each package and reserves the right to adjust the cost according to the varying characteristics of each specific request through provision of a formal quotation.
- Lumec does not undertake work at risk. We require a 50% deposit payment prior to initiation of the research, 25% upon delivery of the first draft report, and the final 25% before submission of the final report.
- The costing of each package includes an initiation session with the client to gather all available information and unpack the business model.
- Lumec relies largely on existing data and information from sources such as the StatsSA and relevant organisations and industry bodies, and as such, will leverage the latest data where available.
- Lumec also relies on inputs from the client (either directly or from other specialist studies) in order to determine the capital and operational expenditure costs.
- These economic market research packages do not include other specialist inputs. Should the research require environmental, town planning, engineering or other specialist technical inputs, these would need to be sourced by the client or alternatively Lumec can provide suggestions of trusted partners.

