

Marketing Research

&

Business Development

*Ray Knight*

*Chief Envisioneer Officer*

*Passionately Building  
Businesses and Brands  
for over 25-years*

**Knight  
Works**

Ray Knight



**Our Board of Directors**



*Actively Engaged Driving  
KnightWorks' Growth*

**Our Board of  
Directors**



*Actively  
Engaged Driving  
KnightWorks'  
Growth*

*Presentation to Woman's Chamber of Commerce  
of Miami-Dade County January 13, 2005*



## *Key Points*

- *Value to You-Speech Highlights and Take-Away Handouts + FREE TRIAL*
- *Marketing Research-LOOK BEFORE YOU LEAP*
  - *Who, what , when, where, why for how much and ARE YOU SURE?*
  - *Free first/Pay Later*
  - *Study/Shop the Competition*
  - *Online Search/Sources (MarketingExec.com, Wall St Journal for Entrepreneurs.*
  - *Trade Associations*
  - *So What Test? The Last Three Feet*
- *Business Development-YOU ARE THE BRAND-What do you stand for?*
  - *Marketing Mix/Options & Alternatives*
  - *Monitor & Measure. Test and adapt.*
  - *Relationships first. Net Next-guerilla follows-traditional last*

**Our Savvy  
President**



*Over 50 Years  
Experience in a 25-  
Year Career*

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**Services: Marketing Research**

Every assignment undertaken over the last 25 years has involved some degree of primary or secondary marketing research in several industries. The *KnightWorks* methodology incorporates identifying, gathering, organizing and assimilating existing data and intelligence from available online and offline information sources. Through the years, *KnightWorks* has gathered information in telephone surveys, face-to-face interviews, focus groups and direct mailed surveys to existing and potential customers or existing and potential competitors for our clients' products and services. I have also had experience in gathering information at trade shows and conferences to include new product and service introductions. Lastly, *KnightWorks* has also used the services of regional, national or international marketing research firms and consumer polling organizations and applied the findings of this data in our analysis, conclusions and recommendations.

***Knight  
Works***

Ray Knight



**Our Research Meister**



*No Cost Low-Cost Data  
Drives Our Clients'  
Competitors Crazy*

**Our Market  
Research Meister**



*No Cost Low-Cost  
Data Drives Our  
Clients'  
Competitors Crazy*

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*Make Progress Inside and Out*  
*Internal and External Business Development*

**Services: Business Development**

Includes efforts that are focused internally within the client company and externally within the market environment. Using a SWOT analysis, (Strengths, Weaknesses, Opportunities and Threats) methodology, I define the areas of greatest strategic and tactical importance and develop options and alternatives as part of a documented course of action. I use team building techniques to develop internal capabilities, procedures and service levels along with integrated marketing and sales strategies to generate additional sources of leads, requests for proposals, alliances, strategic partnerships and alliances and new business.

Learn more about my experience, view work samples and read client testimonials at my site

**[www.RayKnight.com](http://www.RayKnight.com)**

**Ray Knight** Chief Envisioneer Officer  
Phone: 305.888.1905 Cell.305.989.4815

**Knight  
Works**

Ray Knight



**Our Biz Dev Team**



*Makes New Business  
Appear Out of Thin Air*

**Our Biz Dev Team**



*Makes New  
Business Appear  
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