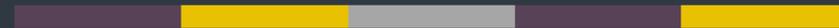


STRATEGIC MARKETING SERVICES

IWRC BOARD PRESENTATION



INTRODUCTION



marketing research for the modern world

Strategic Marketing Services (SMS) is a marketing reserach company, located at The University of Northern Iowa, with a history of timely and actionable deliverables. We strive to craft business strategies that will improve your products and services, and even your customer relationships, in order to provide a reliable and comprehensive backdrop for confident decision making. Our goal is to develop successful client partnerships through custom research solutions and trusted workmanship.

SMS OVERVIEW

a staff of motivated, professionally certified researchers



Founded in 1990

A 25-year history of quality, dependable research solutions. A future of innovative, long-term success stories for our clients.



SMS's competitive edge is the quality of our professional staff—a staff that is: motivated, genuinely, to excel for you; and empowered, wholly, to do just that. Going the extra mile is evident when you ask our project managers to give you that “something more”—and instead of citing a “cost impact” we respond unhesitatingly to meet your request. That’s just the way we operate and what sets us apart from other marketing research firms.

OUR MISSION

the marketing research firm for your future

For us, nothing is more invigorating than seeing our customers use intelligence in successful ways. Our client-centered focus emphasizes research innovation, advanced skill sets, helpful communications, and “Always going the extra mile”. We don’t seek growth in our own numbers; rather, growth in our value to Customers.

Market Intelligence involves gathering information from a wide variety of strategically chosen resources to provide a sound basis for confident decision making. We help you offer profitable products and services to ideal target markets. We help you make great decisions.

Like its leading customers, SMS focuses on “forward-looking” marketing research. We exist to help our clients realize their preferred values. Your needs, not canned or proprietary methodologies, shape our project scopes. At the end of the day, what we deliver is affordable intelligence.

COMPETITIVE EDGE

a focus on client needs, not our own methodologies



University Affiliation

Far-reaching resources to enhance project findings.



Affordable Intelligence

Robust results at a lower cost to our clients.



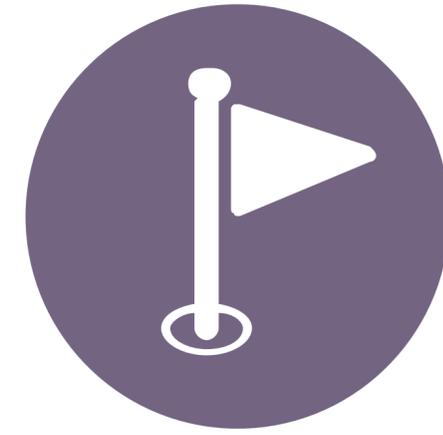
Timely Deliverables

Intelligence that helps you NOW.



Experience

Fresh, outside-the-box, yet disciplined thinking.



Your Success

Just what you needed!

AREAS OF EXPERTISE

we develop world-class research instruments

Strategic Intelligence



Strategic intelligence provides executive management with in-depth and actionable insight for decision-making involving marketplace trends, opportunities and threats.

Customer Intelligence



Zeroing in on what your customers truly want and need is a critical component of any market intelligence undertaking.

Product Intelligence



Product/service development or extension is only successful if the features and functionality meet customer wants, needs and expectations.

Competitive Intelligence



Competitive Intelligence allows organizations to make the best business decisions in advance of competitive events and enables management to evaluate potential strategic moves.

Core Competencies

sms is among the 8% of market research firms focused solely on B2B

- **Market Characterization, Segmentation and Positioning**
- **New Product/Service Development**
- **Customer Satisfaction and Loyalty Measures**
- **Competitive Intelligence**
- **Strategic Opportunity Assessments**



RESEARCH AND CONSULTING FOR COMPANIES LARGE and SMALL

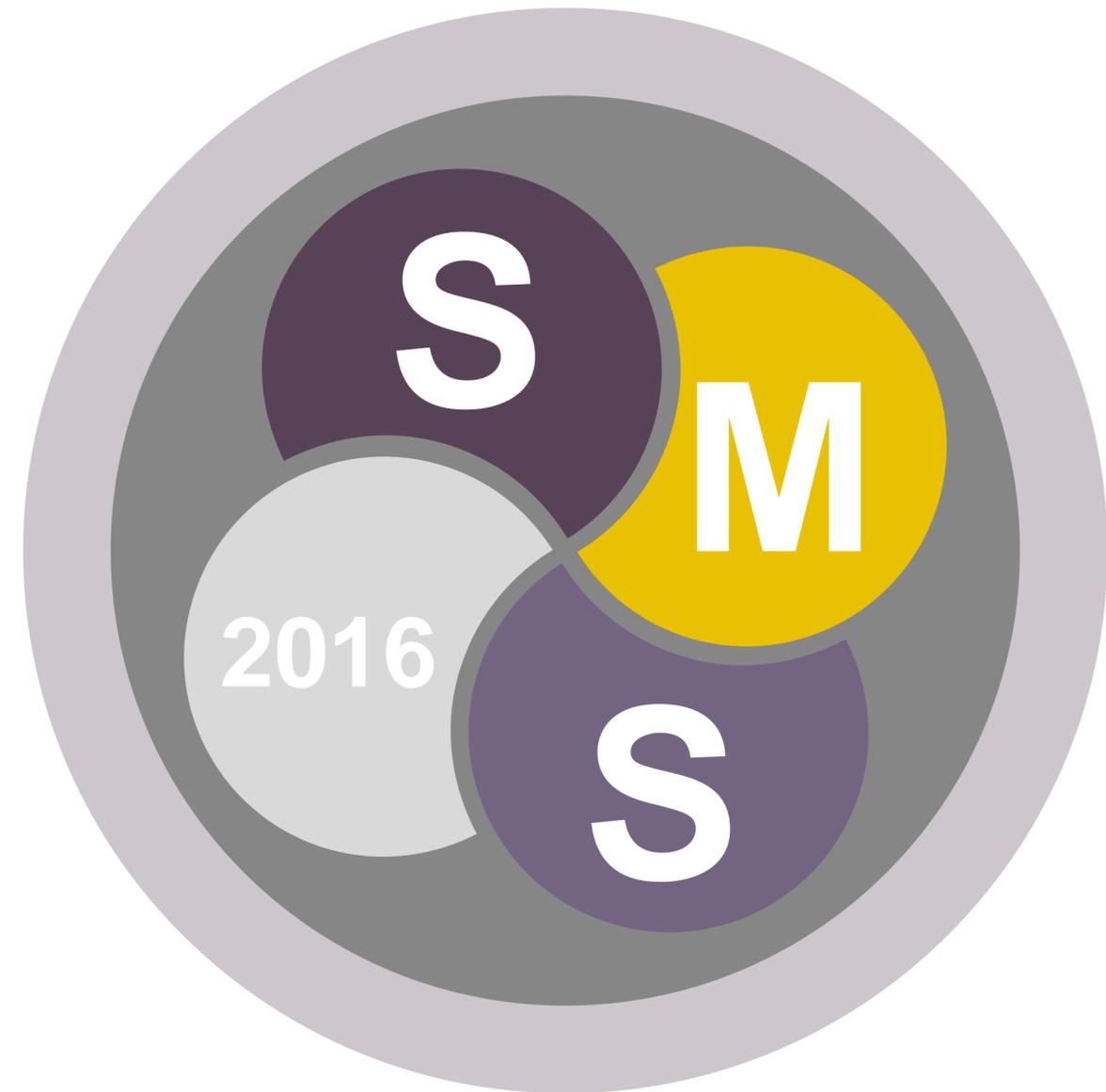
global 500 or iowa small business, our customers are all world-class to us



SMS MR PROJECT SUPPORT for IWRC

“2016 STAR4D Sole Source Rationale”

- 1 Primary and Secondary Research**
to explore degrees of commonality and distinction between STAR4D program and potential U.S. competitors.
- 2 Drafted Statement**
for IWRC to use when advocating sole-source-vendor status for Navy procurement.



SMS MR PROJECT SUPPORT for IWRC

“2015 Iowa Food Waste Generator Study”

1 Researched, Identified and Provided Comprehensive Listing

of food waste generators in Iowa

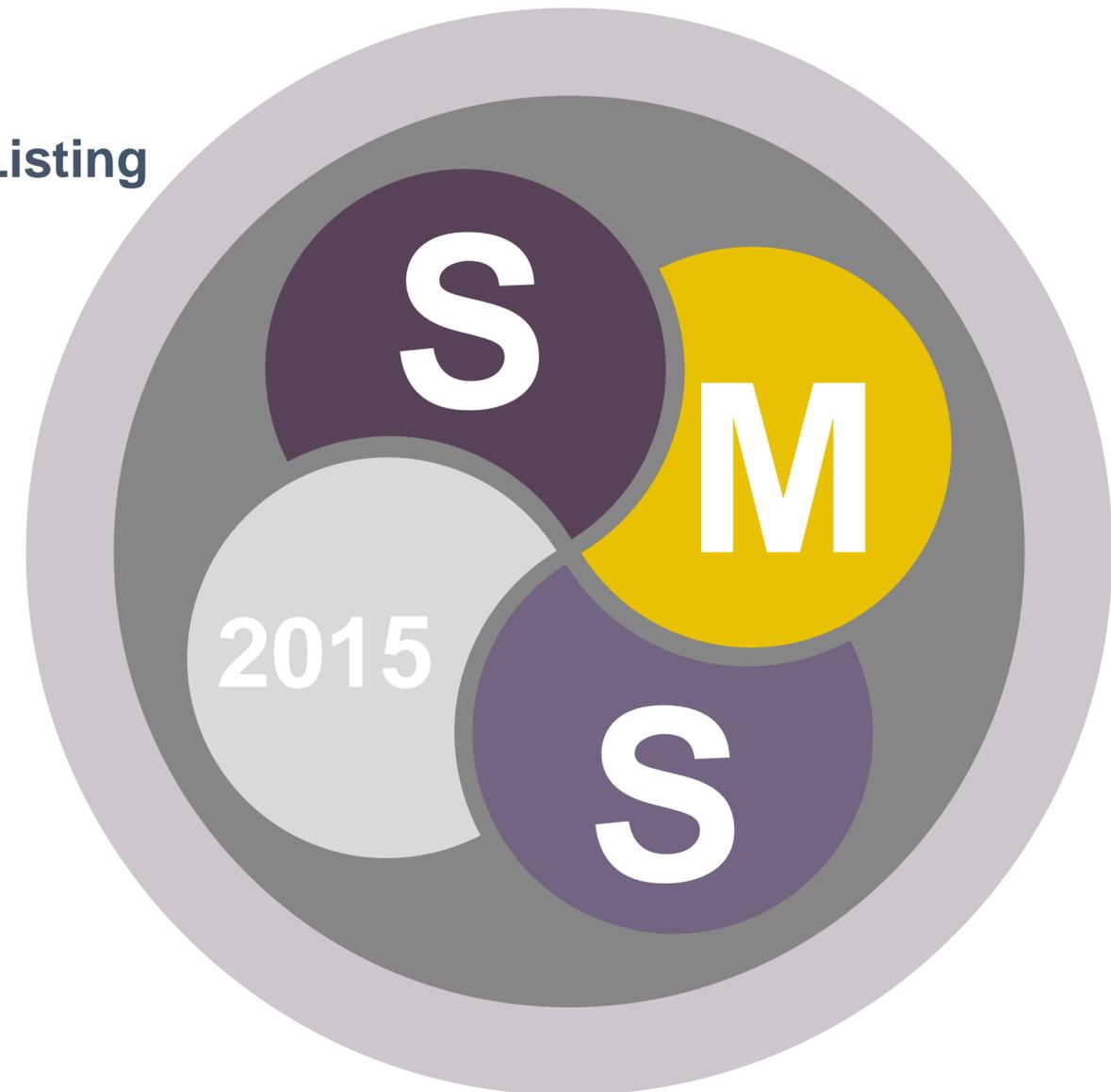
- Industrial
- Commercial
- Institutional

2 Surveyed Sample

of identified generators regarding food waste types, amounts and disposal methods

3 Discovered That

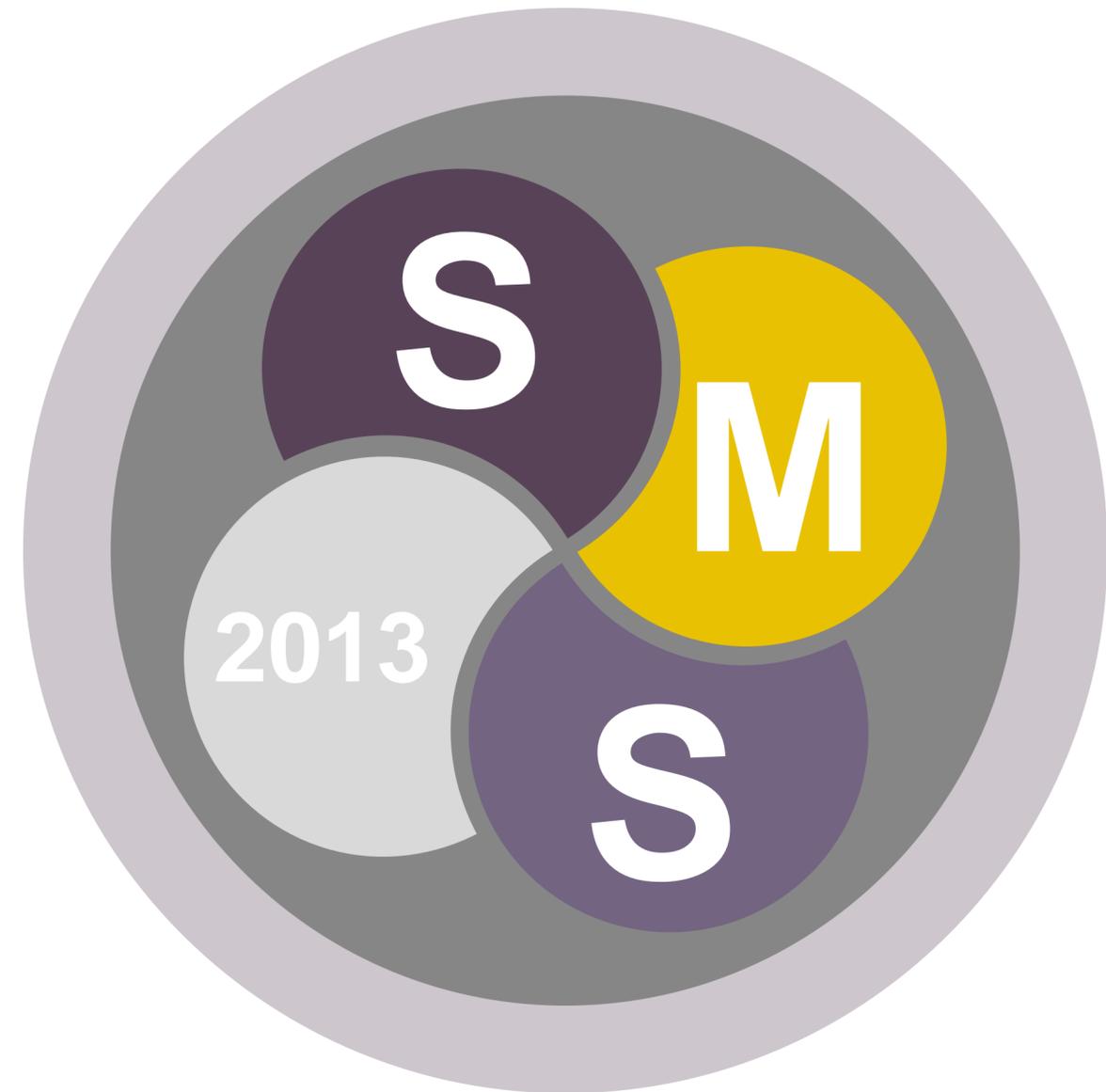
20% of generators are interested in obtaining free assistance in reducing their food waste



SMS MR PROJECT SUPPORT for IWRC

“2013 Iowa Food Waste Reduction Program”

- 1 Assisted IWRC in Understanding**
how Iowa landfills and large food users manage food waste
- 2 Conducted Secondary Research**
of waste reduction systems in Iowa
- 3 Conducted Primary Research**
in exploration of:
 - Where food waste ends up and why it ends up there
 - Potential alternatives to current approaches
 - Levels of awareness and concern
- 4 Determined Need Exists**
for educating public about environmental hazards of food waste and how much reduction would directly benefit them



SMS MR PROJECT SUPPORT for IWRC



“2003 Environmental Assistance Program”

“2002 Waste Management Course Needs Assessment”

1

2003 – Conducted Primary Research

in selected states among public and private environmental assistance programs for small businesses in order to:

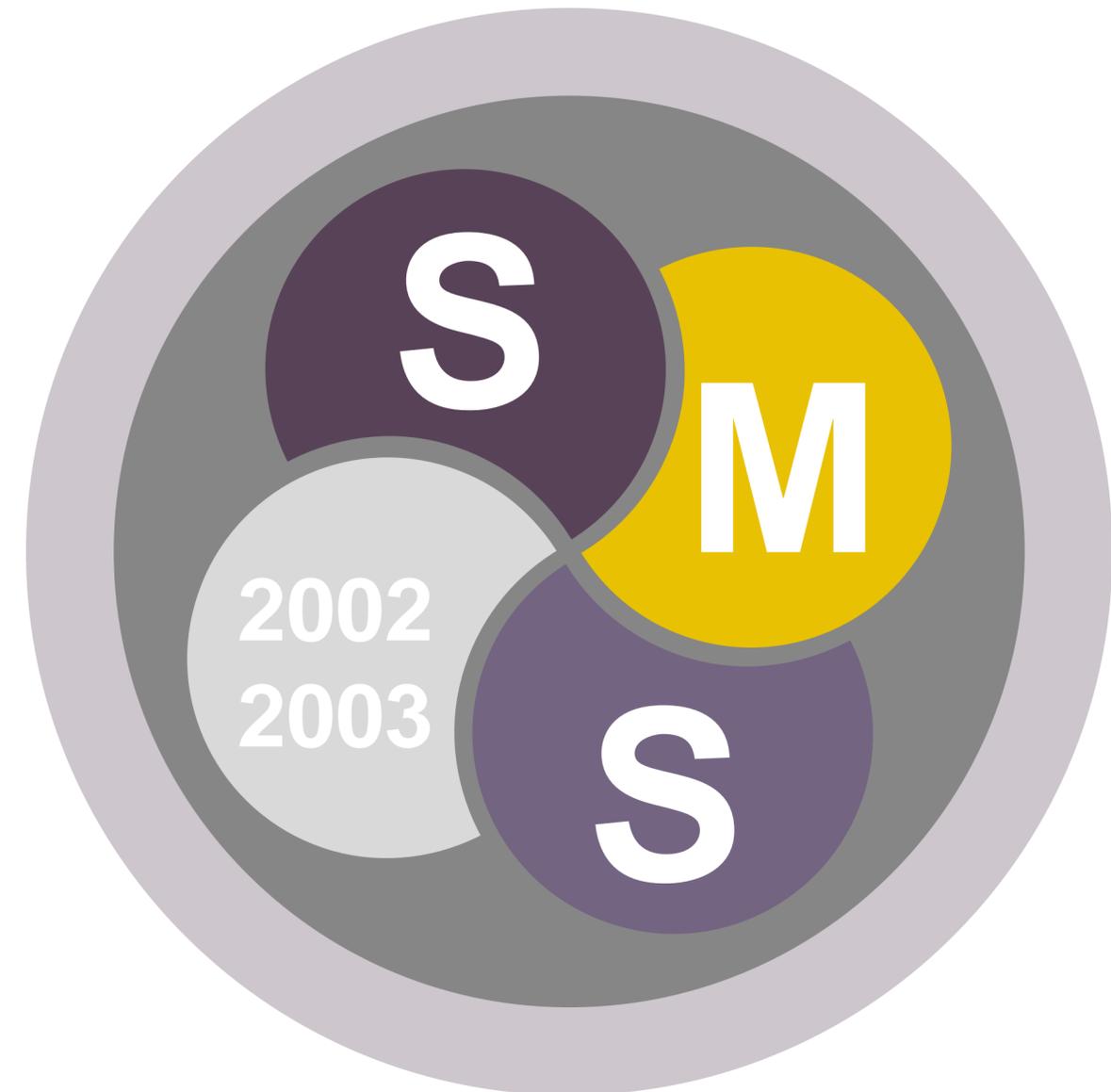
- Inventory existing programs
- Identify gaps that IWRC environmental assistance models might fill
- Gauge interest in IWRC’s environmental assistance models

2

2002 – Evaluated Interest and Need

for specific waste management courses, relative to vehicle maintenance pollution prevention, among U.S.:

- Community and technical colleges
- Auto repair and body shops
- Commercial printing businesses





STRATEGIC MARKETING SERVICES

SPECIAL THANKS to IWRC for its continued loyalty

Strategic Marketing Services

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