

BRAKKE CONSULTING, INC.

EXAMPLES OF MARKET RESEARCH PROJECTS

Conducted in-depth interviews of veterinary specialists regarding business practices

Evaluated pet owner interest in herbal supplement line for dogs and cats

Surveyed small animal veterinarians regarding use of compounded medications

Conducted in-depth interviews of dairy nutritionists regarding a novel feed ingredient

Interviewed small animal veterinarians to understand brand switching behavior and brand loyalty

Surveyed equine veterinarians regarding use of generic medications

Surveyed small animal veterinarians to evaluate satisfaction with interactions with customer service department

Surveyed US and Canadian pet owners and veterinarians regarding pet insurance

Interviewed manufacturer sales reps in the large animal market to assess their perceptions of support from the home office

Surveyed small animal veterinarians regarding use of compounded medications

Interviewed veterinarians and livestock producers to evaluate interplay between product efficacy and price to determine an approach

Interviewed veterinarians on the technical performance of a product and comparison to new competitive products.