



<b>Company / Division Name</b>	Department of Commerce, International Trade Administration, Rural Export Center (Fargo, ND)	<b>Product / Service</b>	Market Research Analysis
<b>Points of Contact Information</b>	Anthony Kram, Contracting Officer U.S. DOC ITA 1401 Pennsylvania Ave, NW Washington, DC 20229	Heather Ranck, International Trade Specialist & Office Director NDSU Dept 7610 PO Box 6050 Fargo, ND 58108-6050	
<b>Prime</b>	Thomas & Reed, LLC	<b>Total Contract Value</b>	\$1,789,178
<b>Scope and Magnitude of Effort and Complexities</b>	<p>T&amp;R created a high-performing Market Research Team that includes a Program Manager, Market Analyst Specialists and Part-Time Assistants as well as provided guidance utilizing our Team’s experience. A key element for this contract was the conversion of work from a student-run, in-state effort to a federally funded program with full-time employees expanded to cover customers across the entire U.S. and some overseas markets.</p> <p>Our team conducts market research, analysis, report writing, website reviews, and training for cutomers looking for help with international trade/export business development. The reports have proven to provide customers real value by identifying export opportunities and how best to approach these new markets. Policies and procedures are in place to ensure the reports and deliverables are of the highest quality, and add real value to the customers.</p> <p>Team leaders promote the Center’s capabilities and services to Trade Specialists, District Export Councils, and other stakeholders, so rural U.S. companies are aware of the service and enlist them for assistance. They actively participate in conferences, teleconferences, and videoconferences.</p> <p>Personnel meet with customers to identify their needs and requirements. We utilize secured sources and databases to gather data and information. The Team analyzes the information and makes assessments driven by customer requisites to create reports. Interim and final reports are presented to the customers and joint activities are then carried out.</p> <p>Responsibilities include managing the organization’s Rural Research Training Hub center. The center is responsible for the creation and presentation of training seminars and webinars with actionable and timely content for government personnel and rural companies across the country.</p> <p>Team’s work activities include:</p> <ul style="list-style-type: none"> <li>• Production of reports using matrix templates developed the Team, analysis tools, and experience.</li> </ul>		



- Reports include an executive summary, actionable recommendations, market comparison matrices, overview of the world market opportunities, import tariffs and taxes, accurately sourced data, country-specific in-country buyer and partner leads, competitors, feedback from U.S. Commercial Service colleagues in the target countries, country-specific industry information, and relevant trade shows and trade associations.
- Meetings with customers covering an introduction, matrix criteria discussion, the results of the matrix analysis discussion, and the final project review discussion ensuring that research findings are clear, actionable and that they incorporate U.S. Commercial Service programs, events, and services.
- Record counseling interactions in the Client Management System (CMS) so that all staff have visibility into the activities, interventions, and outcomes.
- Evaluate and recommend additional data tools and research databases that are useful to include in the current suite of research tools being used to generate reports.
- Coordinate the planning, scheduling, and delivery of training classes and webinars.
- Work with Trade Specialists, Research Center staff, and subject matter experts to develop new training programs and material content designed with a focus on a rural audience.
- Develop a research and training client follow up schedule to capture the status of the implementation of the research plan, the impact of the services provided, and export success stories.
- Incorporate lessons learned for continuous improvement of the market research design and delivery process.