



*Where Clarity Meets Precision*

## The Financial Edge Peer Analysis Study

In an increasingly competitive market, banks and credit unions have to continue to set themselves apart in unique ways. This study helps you see your industry through the eyes of the consumers. You will gain key insights to develop and market the right products to the right consumers. In this study we will identify the current perception and attitudes held by your customers/members and create a benchmark for each institution, which will be used, in subsequent studies. We will then perform a peer comparison analysis between similar institutions, e.g. we will compare banks/credit unions by region based on asset size and customers/membership size. This study is offered on a co-op basis and cost will be dependent on the number of sponsoring banks and/or credit unions participating.

### RESEARCH OBJECTIVES:

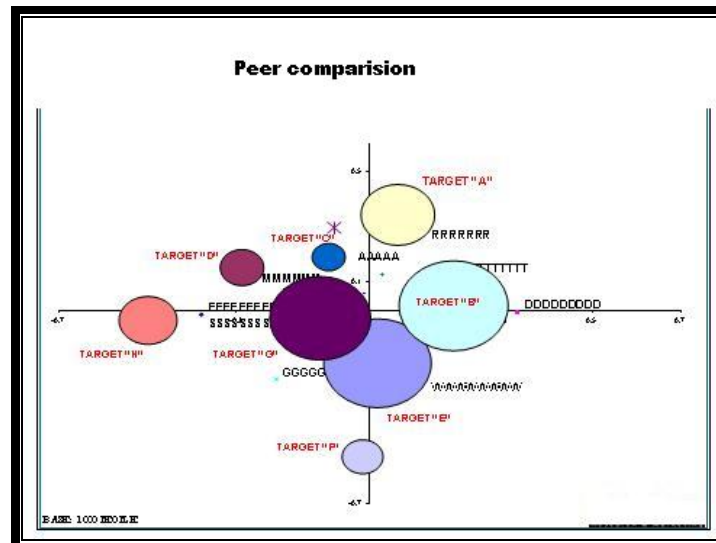
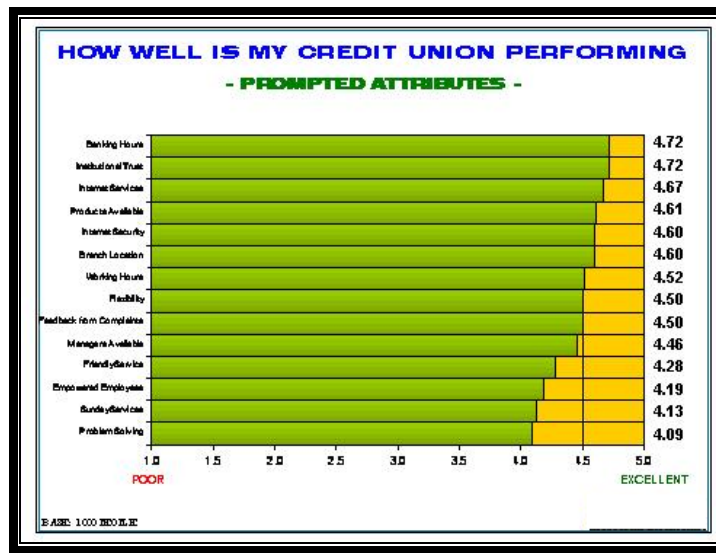
- Incidence and awareness of your current business services
  - Future services expected by members
  
- Brand Positioning
  - How is your institution perceived by members
  - Developing the IDEAL financial institution
    - How far off is your business from the member's perspective?
    - What are your member's expectations?
  - Perceptual Image Mapping
  - Service Level Evaluation
  - Peer Comparison Evaluation & Analysis
  - Advertising & Promotional activities

### CALENDAR OF EVENTS:

PROJECT STEPS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Initial Meeting									
Questionnaire Development & Approval									
Training & Instrument Testing									
FIELD WORK									
PROCESSING									
Analysis & Reporting									
Final Report Concluded									
Final Results Presented to Client									

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SAMPLE GRAPHIC MATERIAL (For visual aid purposes)



To schedule a personal meeting to discuss the details and scope of this particular research, please call at 954-741-2234.