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### **Market & Feasibility Studies including Competitive Analysis**

First, with your guidance and input, we need to establish the service area. Sometimes that is easy, for instance for a restaurant that obtains 80% of its business from consumers within a 10-mile radius and the remaining 20% from travelers thanks to the eatery's relatively close proximity to major highways. Another example would be an assisted living facility to be constructed where a certain percentage of the residents would move from 6 to 7 zip codes within close proximity to the location or from within a 5-mile radius, a smaller percentage from a 10-mile radius, and an additional percentage from an extended distance based on a desire to be close to family members or due to high-quality services or amenities. For other businesses, such as several of our technology clients, their service area includes the entire United States. Or, if their solutions target a specific industry and regulations within a certain state, then their service area is that State.

Assessing the competition is quite another matter, often best completed initially by the client with our direction with our review, comments, and edits. We specialize in research that can establish the competition either locally, regionally, or nationally, depending on the goals and objectives of a particular Business Plan.

Once we have assessed the service area and the competition, research on a particular industry or business, as well as our experience in many different types of businesses, allows us to establish a Penetration Rate. The Penetration Rate is defined as a series of logical assumptions that determines what percentage of customers or consumers utilize your Service(s) and/or Product(s) within your service area.

We are often asked to provide standalone market studies. This is an area of strong expertise, which includes nationwide support from our network of affiliates, consultants, and experts, including public relations experts, branding consultants and other team members. Together, we can help you build existing businesses. For more information on market analysis for long-term care and senior housing operators, please [click](#) here.

In addition, we provide [marketing consulting services](#) that include a complete review of your strategic marketing plan or preparation of said plan based on your company's goals within existing markets or new territories of service/product lines you are developing. For companies that need a kick start to increase their sales or client base, we can provide complete marketing services that go beyond the strategic marketing plan to include preparation of marketing materials on a flat-rate contract basis over 4-6 months and other related items, brochures, letters, and press releases. In addition to Business Plan development, once funded, we provide marketing services that include preparation or editing of strategic marketing plans; preparation of press releases, brochures, and marketing materials; and direct marketing services to your potential clients.