



*“The Lazar Group has an incredible forte to jump into the most obscure or everyday life issues... be empathetic and intelligent... and speak our customer’s language with ease and confidence.”*



● [Contact Us](#) ● [Accolades & Our Team](#)

## Your Market

As the marketplace becomes increasingly sophisticated, The Lazar Group remains committed to helping companies achieve **challenging research goals**. Through vast experience of speaking to a myriad of targets in their own **specialized language**, we provide powerful leadership for discussions across differing business and consumer segments:

- Traditional consumers of all ages, lifestages and lifestyles
- Blue collar, pink collar, white collar employees
- Technicians to para-professionals from varied fields
- Low to mid-level managers to department heads and top corporate decision-makers
- Highly specialized leaders in their area of specialization
- Core users and important middle dealers/customers/distributors

This is an example of one of our many creative deliverables.



The Lazar Group’s power to delve deeply and understand varying market dynamics also comes from extensive category knowledge:

- **Food:** Cooking utensils, recipes, ingredients, methods and sources, COPs, sides, produce, snacks, desserts & baking, condiments, eating habits, varied eat-in/take-out channels, nutrition & nutraceuticals, food service
- **Beverages:** CSDs, coffee, teas, milk, juice, bottled water, formula, alcohol, supplements, meal replacements, cross-channel purchasing outlets
- **Household:** Home cleaning products, hard and soft-surface protection & soil prevention, laundry and stain removal, air freshening and purification, home organization, gardening, décor items and trends, HVAC systems, building materials/improvements, appliances
- **Health & Beauty Aids:** Skin, hair, body, hygiene, beauty, cosmetics, fragrances, shaving, aromatherapy, spa treatments
- **Apparel & Jewelry:** Everyday, luxury, intimate apparel, outer garments, sports apparel
- **Recreation:** Indoor & outdoor entertainment, hobbies, sports
- **Travel:** Hotels, airlines, food, destinations, activities, business and pleasure travel
- **Business-to-Business:** Services, equipment, computers & peripherals, communications products & methods, sales force tools, ordering/inventory mgmt, mergers & partnerships
- **Telecommunications:** Cellular, wireless, voice, internet, optic cables, PDAs, beepers
- **Imaging Technologies:** Still cameras, film, lighting equipment, printers, copiers, scanners, computers, software, video equipment, medical radiology imaging equipment and services, image archival and storage products and methods, paper, ink, other consumables
- **Digital Technologies:** Cameras, computers, PDAs, mobile communications, e-mail/web applications for consumer & pros, and many imaging technologies
- **Internet:** Web strategy, creation & evaluation, shopping habits, usability and optimization
- **Healthcare/Medical:** Multi-category OTCs and Rx pre- and post-FDA approval, Tx, radiology equipment/processes and consumables, diagnostic devices/training/services, managed care/disease management, nutrition, hospital programs/services, throughput, hospital alliance and partnerships, patient education
- **Insurance:** Financial, healthcare, BTB, automotive
- **Financial:** Products, services, trends, investment styles, banking

- **Automotive:** Vehicles, transportation choices, fleet mgmt, security, features
- **Manufacturing & Chemicals:** Processing issues, products, by-products, systems, federal guidelines, emergent technologies
- **Education:** Trends, teaching materials and resources, publications, web applications & development, library services and products
- **Human Resources:** Morale, benefits, restructuring, training

