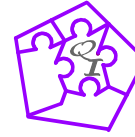


CAPABILITY STATEMENT



**Quantum
Insights**
Your Strategic Research Partner

COMPANY OVERVIEW

Quantum Insights is a woman owned, full-service strategic market research consultancy that has helped numerous of clients achieve their goals since it was first established in 2003. Our mission is to provide clients with deep insights, measurable feedback and dynamic, creative research to answer critical business questions. We pride ourselves in bringing intelligent, disciplined, research expertise to every project. Our multi-disciplinary team is well equipped to conduct all forms of market research, from qualitative exploratory work to large-scale market segmentation studies, among business and medical professionals as well as consumers. QI's professionals become an integral part of our clients' project teams, helping to tie the big picture and goals into the research design and analysis.

CORE SERVICES

- Concept/advertising/brand/product testing
- Customer/employee satisfaction/loyalty
- Business/brand positioning
- Awareness and Usage studies
- New product/service development research
- Pricing and purchase intent
- Segmentation
- Research Audits

OTHER SERVICES PROVIDED

- Marketing Strategy
- Economic Analysis
- Marketing plan design and implementation
- Branding/rebranding

DIFFERENTIATORS

- Has over 30 years of Market Research experience that includes working in both client and supplier positions
- Professional Researcher Certification Expert Level – (Insights Association)
- Have developed custom techniques for a variety of research methodologies
- Proven track record of providing clients with data to more effectively identify and market to their customers
- Diverse experience across a variety of industries including utilities, pharmaceutical, financial services, travel & tourism, healthcare, publishing, manufacturing, education, and non-profits

PAST PERFORMANCE (All completed on time and in budget)

- **Otsuka Pharmaceutical, US** – Various studies with medical professionals to evaluate awareness, usage and/or satisfaction with various pharmaceutical products and support programs. **POC:** Leslie Petrole, 609-249-7289, Leslie.Petrole@Otsuka-US.com
- **Energize CT** – Annual contract to conduct several research studies with CT residents about awareness, usage, and communications campaigns regarding energy efficiency programs. **POC:** Violette Radomski, Eversource 860-665-5445, violette.radomski@eversource.com
- **The Klingberg Family Centers** –Conducted nationwide survey to assess the public's general understanding and interest in the history of orphanages in the US. **POC:** Gail Lebert, at 860-832-5504, Gail.Lebert@Klingberg.org.
- **TV Access** – Various studies to test concepts for Healthcare related public service announcements. **POC:** Keith Hempel, 630-389-2200, Keith@tvaccess.com

Company Data

DUNS Number: 131336203
CAGE Code: 7HFJ7
EIN: 55-0829552
GSA: 00CORPSIN 541 4A



NAICS Codes:

- 541910 - Marketing Research and Public Opinion Polling
- 541613 – Marketing Consulting Services

SAM Registration: Active
Accepting Credit Cards: Yes
Business Size: Small Business
Socio-Economic: Women Owned Small Business

Contact Information

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