



**TARGET MARKET RESEARCH
& BUSINESS INTELLIGENCE**

Procuring Knowledge To Assist Your Business

Passion. Partnership. Opportunity.

www.thepoultryservice.com

www.psplus-group.com



 **ps** | research



OUR VALUES

Passion: We are passionate about helping others grow, and about using our industry expertise to help play a part in others realising their potential.

Partnership: By being at the centre of trusted partnerships, so many more mutually beneficial opportunities, for both partners and clients can be created and developed.

Opportunity: In the food industry, opportunities are endless. We want to help both partners and clients create and develop as many opportunities as possible.

OUR MISSION

To Provide Care, Value And Support To Accredited Businesses Within The Global Food Industry, Through Developing And Growing Business Opportunities For Our Clients And Striving For Continuous Growth With Our Commercial Partners.





IN-DEPTH RESEARCH AND REPORTING

**Shining A Light On Global Markets, Trade Factors & Reporting
From Trusted Sources.**



TARGETED MARKET RESEARCH & BUSINESS INTELLIGENCE

Through harnessing the power of AI, along with researching and gathering information from credible and trusted sources, we can provide our clients and partners with a tailored reporting service on certain markets, trends and conditions, to provide extra insight or to assist with a current project.

Our Targeted Market Research & Business Intelligence service is Free for all Clients and Commercial Partners.



We Can Help With Subjects Such As:



Livestock pricing forecasts and factors

Livestock pricing forecasts involve predicting future market prices for livestock based on historical data, trends, and various influencing factors. Key factors include feed costs, weather conditions, market demand, and government policies.



Animal feed costs and forecasting

Animal feed costs and forecasting involve estimating future prices of feed based on current market conditions, production levels, and economic trends. Influential factors include crop yields, weather patterns, global demand, and transportation costs.



Fuel markets

Fuel markets refer to the supply, demand, and pricing dynamics of fuels such as gasoline, diesel, and natural gas. These markets are influenced by geopolitical events, production rates, regulatory policies, and global economic conditions.



FOREX

FOREX, or foreign exchange, is the global marketplace for trading national currencies against each other. It is influenced by economic indicators, interest rates, political stability, and market speculation.



Domestic promotional activities

Domestic promotional activities are marketing efforts aimed at increasing the visibility and sales of products or services within a specific country. These activities include advertising, sales promotions, public relations, and direct marketing campaigns tailored to the local market.



Avian Influenza

Avian Influenza, commonly known as bird flu, is a viral infection that primarily affects birds but can also infect humans and other animals. It is characterized by symptoms such as respiratory distress, and its outbreaks can lead to significant economic losses in the poultry industry and pose public health risks.



Electricity costs

Electricity costs refer to the price consumers pay for electrical energy, influenced by factors such as fuel prices, government regulations, infrastructure investments, and demand fluctuations. These costs can vary widely by region and consumption levels.



Labour markets

Labour markets are the supply and demand dynamics for labor, where employers seek to hire workers and individuals look for jobs. Factors influencing labor markets include economic conditions, education levels, technological advancements, and government policies.



International Trade Factors

International trade factors encompass the various elements that influence the exchange of goods and services between countries. Key factors include tariffs, trade agreements, exchange rates, economic policies, and geopolitical stability.



National Holidays

National holidays are designated days when a country commemorates significant historical events, cultural traditions, or notable figures. These holidays often involve nationwide celebrations, public ceremonies, and time off work for citizens.



Individual Market Trends & Reports

Individual market trends and reports refer to specific analyses and insights into the behavior and performance of a particular market segment or industry. They typically include data on consumer preferences, purchasing patterns, competitive landscape, and economic indicators relevant to that sector.



Global Market Trends & Reports

Global market trends and reports provide comprehensive insights into the overarching dynamics of international markets across various industries. These reports analyze factors such as economic growth rates, geopolitical developments, technological advancements, consumer behavior shifts, and regulatory changes influencing global trade and investment patterns.



A WORLD OF OPPORTUNITY

No matter where in the world you are based, we would love to see if there are ways we can work together with you.

How Can We Help You?

"We would love for you to get in touch with us to explore ways of working together in partnership".



Meet on Zoom



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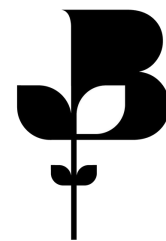
Registered in England & Wales: **13176000**

The Poultry Service & PS Plus LTD

VAT Certificate Number: **GB393527175**



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