

Current Openings at FREIGHT OPTIONS

Market Research Analyst

Location: US-BALDWIN PARK

Minimum Education: Masters

Job Type: Full Time

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Job Title of Opening: Market Research Analyst

Evaluate methods to enhance utilization of employer's existing freight consolidation services and expand scope of affiliated services. Devise and implement methods to collect data on market factors affecting demand for employer's existing services as well as anticipate trends. Gather sales statistics in usable formats, data on market demographics, preferences, and needs. Identify opportunities for new services. Prepare reports to provide the employer accurate data to support modification of existing operations and to introduce new services. Responsible for measuring the effectiveness of existing marketing, advertising and communications programs and strategies implemented. Identify, evaluate, develop new services based on knowledge of establishment objectives, market characteristics and cost and mark up factors. In this industry volume permits significant reduction in operating and shipping costs and ability to improve consolidating and shipping times. Employee shall provide the fundamental research necessary to achieve these objectives. Samples of immediate objectives include: evaluation of competitor practices to ensure competitive offerings in terms of price and terms; identify strategic alliances with other consolidators (co- loading) to increase speed of services; identify commercial shippers; locate subsidiary underserved client markets; identify subsidiary services to enhance marketability of principle freight forwarding. Devise, execute and analyze results of customer surveys to identify deficiency and opportunities to expand services. Monitor industry statistics and follow trends by attending industry association meetings and following trade literature.

Requires a Master's Degree in Business Administration and 6 months of experience.

Jobsite: Baldwin Park, CA

(X) Full Time Hours: 40

Scheduled Days: Monday – Friday

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