

insights

MARKET
INTELLIGENCE
FOR YOU

ISSUE TWO

Welcome to the second issue of 'insights'.

This newsletter's aim is to alert you to interesting market insights that will increase your knowledge of the global marketplace. If you don't want to receive this newsletter in the future, or want it emailed to you, just drop me an email at cathy@heath.co.nz, with either subscribe or unsubscribe in the subject line. Feel free to forward it on to anyone else too.

Website to Explore

Newssift

<http://newssift.com>

This site offers an excellent way to search for business news. The news is derived from top-quality sources.

You enter your keywords, and Newssift suggests subjects it has sorted the news into.

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The World's Fastest Growing Companies

Fortune magazine has just released its annual list of the 100 fastest growing companies in what has been the worst economic slump since the Great Depression.

Number 1 on the list is Research in Motion, a company I had never heard of before. However, we've all heard of the product they make - the Blackberry.

Second on the list is Sigma Designs, who makes chips for Blu-ray players, and who have also signed a deal with Microsoft for Internet TV sets. This company also has the best profit growth.

In third place is Sohu.com, a Chinese internet company.

Amongst the easily recognisable, Amazon.com (number 52) and Apple (number 39), there are some interesting businesses that were in the top 100.

Not surprisingly, the businesses featured below reflect changes in demand for products and services. These changes are a result of age demographics, globalisation, the recession, the need to be 'green' and cheaper technologies hitting the market.

- Number 9 Bruker makes X-ray machines and MRI scanners.
- Number 13 Darling International is a company with a 127-year history in recycling. They turn food waste into paint, ink and pet food.
- Number 30 Transocean drills for oil in deeper waters than any competitor.
- Number 31 Lindsay Corporation makes irrigation systems that help farmers conserve water.
- Number 34 LSB Industries sells green energy products and fertilisers.
- Number 61 FTI Consulting advises on restructuring and offers a forensic accounting service.
- Number 85 Zoll Medical makes defibrillators, some of which have Wi-Fi.
- Number 90 Cognizant Technology are growing strongly in the Indian and Chinese IT service markets.
- Number 98 Psychiatric Solutions is the biggest psychiatric inpatient provider.

Yes, "fastest growing company" lists can change dramatically, year-on-year, but they provide a fascinating insight into the solutions and benefits these companies are selling in these tight economic times. Go to Fortune's website (www.fortune.com) to read more.

Heath Research Services finds desk research on competitors and markets. With this information, our clients can outsmart the competition, target sales, and win market share. To find out more, contact us on +64 6 843-3938 or cathy@heath.co.nz. Our website is www.heath.co.nz.