# MMA Digital Corp. Study Finds Compressed Research Timelines Precede Most Expansion Missteps

**MMA Digital Corp. looks at what happens when businesses rush the research phase of an expansion, and why the mistakes that show up later almost always trace back to decisions made too early and too fast.**

**Las Vegas, Nevada Aug 29, 2026 (Issuewire.com)** - MMA Digital Corp., a consultancy that works with brands on product analysis and market research ahead of expansion, has released a study looking at the timing behind expansion decisions that go wrong. The company set out to answer a fairly simple question: when a business expands into a new market, and things don't go as planned, is there a pattern in how that business got there? According to the study, there usually is, and it has less to do with the market itself than with how much time was actually spent understanding it beforehand.

### The Rush That Doesn't Look Like a Rush

Nobody sets out to skip research on purpose. That's part of what makes this pattern hard to catch. A business doesn't wake up one day and decide to expand blindly. Instead, the research phase gets compressed gradually, a week here, a deadline moved there, until what was meant to be a thorough look at a new market turns into something closer to a quick check. MMA Digital's study found that this kind of compression rarely feels dramatic while it's happening. It just feels like momentum.

The problem is that momentum and understanding aren't the same thing, and a business can have plenty of one while running short on the other.

### What the Study Found

MMA Digital reviewed a range of expansion cases and looked specifically at the amount of time spent on research relative to how the expansion ultimately performed. A clear pattern emerged. Expansions that ran into trouble, whether that meant a slow launch, a mismatched product, or a strategy that had to be scrapped and redone, tended to share one thing in common: a research phase that got cut short well before the team had a full picture of the market they were entering.

This showed up in a few specific ways. Product-market fit assessments were often based on assumptions carried over from a business's home market rather than fresh analysis of the new one. Competitive benchmarking, when it happened at all, tended to focus on the two or three most visible competitors while missing smaller players who understood the local audience better. Audience intelligence, the kind of research that reveals what a market actually wants rather than what a business hopes it wants, was frequently treated as optional rather than foundational.

None of these gaps looked like a crisis on their own. Together, though, they added up to a business making expansion decisions with a picture of the market that was mostly guesswork dressed up as strategy.

### Why the Damage Shows Up Later, Not Right Away

One of the more interesting findings in the study is that the consequences of rushed research rarely show up immediately. A launch can look fine for the first few weeks. Early numbers can even look encouraging. MMA Digital's analysis suggests that the real cost tends to surface a few months in, once the initial push fades and the business is left facing a market that doesn't behave the way its research, thin as it was, suggested it would.

By that point, fixing things ends up costing a lot more than the research would have in the first place. A company might have to reposition its product, rebuild its marketing approach from scratch, or, in some cases, pull back from the market entirely and try again later once it's actually got a stronger foundation to work from. MMA Digital Corp's study treats this as the real cost that comes with a compressed timeline. It's not really about the missed launch date. It's more about the slower, pricier correction that tends to follow right behind it.

**Why Timelines Get Compressed in the First Place**

The study also dug into why this keeps happening, given how avoidable the whole thing sounds once you lay it out on paper. Part of the answer just comes down to pressure. Expansion decisions tend to arrive with internal deadlines attached, or investor expectations, or sometimes just a nagging sense that a competitor is already moving into the same market. Research, by comparison, doesn't really produce anything visible right away, which makes it the easiest thing to shorten whenever time starts feeling tight.

MMA Digital's findings suggest that businesses that manage to protect the research timeline, even when they're under real pressure to move fast, tend to end up making fewer of the kinds of mistakes that surface later on. The study is being shared as a reference point for teams that are currently weighing speed against depth, and trying to work out which one their expansion can actually afford to give up.

**About MMA Digital Corp.**

MMA Digital Corp. is a strategic consultancy that helps businesses expand into new markets through product analysis, market research, and targeted marketing strategy. The company's work focuses on closing the gap between data and execution, giving brands a clearer picture of a market before they commit resources to entering it.

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