



## MARKET RESEARCH – CHECKLIST

Market Research is the process of gathering information in order to determine the viability of offering a service or product in a particular market. It can be done through research, surveys, focus groups, product testing, questionnaires and interviews. Market research helps a business identify and analyse the needs of a target market as well gaining a comprehensive understanding of the competition.

Market research enables market segmentation and differentiation which can be used to tailor advertising appropriately and identify consumer priorities. It is an important component in business strategy and an essential part of research and development relating to a new product or service.

*We refer you to our terms and conditions of business; ask us if you need a copy.*

We advise that you include the following information when communicating with us about your requirements:

- What specifically would you like us to research? (*brand, market, sector, content, service*)
- What is your brand/service/product?
- What is your target international market?
- What is the target demographic for your product/service/brand?
- What is your motivation for requesting this service? What do you hope to discover?
- In what format would you like to receive our completed work? (*report, presentation etc*).
- Who is the intended audience for this research?
- Is any translation required as part of this job? What languages are required?
- When is your deadline?
- Is there any additional information, background or context about your business or product that you can provide?
- Do you have any particular instructions for our researcher?