

## Primary & Secondary Sources of Market Research

In the table below, define the primary and secondary sources of Market Research you need to undertake (or have undertaken) in relation to your online business idea.

Highlight the information you are (or were) seeking when conducting this research.

Source of Information / Method of Collection	Information required or collected
<p><b>Example:</b></p> <p><b>Primary research</b></p> <ul style="list-style-type: none"> <li>• Surveys and interviews</li> </ul> <p><b>Secondary research:</b></p> <ul style="list-style-type: none"> <li>• Trade journals</li> <li>• Industry reports</li> <li>• census data</li> </ul>	<ul style="list-style-type: none"> <li>• Surveys to understand lifestyle information, purchase behaviour, and attitude toward the products in the category</li> <li>• Latest news on new products</li> <li>• Industry structure and competitors</li> <li>• Customer profile data</li> </ul>
<p><b>Primary Research</b></p>	
<p><b>Secondary Research</b></p>	