

## Market Research Plan

<b>Research Objectives</b>	<i>Define your research objectives</i> <i>Example: to develop a more in-depth understanding of my customers</i>	
<b>Research Plan</b> <i>Plan how you intend to gather your information</i>	<b>Data Sources</b> <i>(primary or secondary)</i>	
	<b>Primary Data Collection Approach &amp; tools</b> <i>(quantitative or qualitative – through (observation, focus groups, surveys etc)</i>	
<b>Data Collection</b> <i>(who you intend to approach ie customer, and how you intend to approach them ie email)</i>	<b>Who and how</b>	
<b>Analyse</b> <i>Identify the calculations you intend to run in analysing your data</i>	<b>Quantitative</b> <i>(averages, measures of dispersion etc)</i>  <b>Qualitative</b>	
<b>Findings</b>	<i>Detail how you are proposing to prepare your findings</i>	
<b>Decision</b>	<i>Once you've completed your research, identify your decision</i>	