



Market Research Brief

Here is a checklist of points to include in your research brief:

Background

- What has happened to make the brief necessary?
- How does this piece of work fit in with other potential initiatives within the organisation?
- What has already been done?
- What do you already know/not know?

Business objectives

- Describe your business objectives, for example, in terms of sales and profitability, market share, growth in customer base

Project objectives

- What is the purpose of/expected outcome from conducting this piece of work (eg to answer particular questions, focus new product development)?
- What decisions will be made on the basis of the work undertaken?

Stakeholders

- Who are the key stakeholders; what interest do they have in this project and how might they want to be involved?

Research objectives

- What are your over-arching research objectives and what specific information should be provided or knowledge gaps addressed?

Guidelines

Envisaged methodology

- Provide guidance on the nature of work that should or should not be undertaken?
- What are the priorities?

Sample and location

- What countries/areas, markets, customer groups should be covered/receive most attention? For quantitative research, please include the sample size

Stimulus

- Describe any specific inputs?

Timing and costs

- What time constraints for the project?
- What is driving any time constraints eg board meeting presentation?

Deliverables

- What should the project deliver?
- What will success feel like?
- Define any terms used (eg what constitutes a successful 'proposition'?)
- In what form should the project be delivered (eg full debrief and report, short film)?

Budget

- What is an appropriate investment in this project?

For a totally tailored proposal to respond to your requirements call us or send your brief to info@themarketresearchers.co.uk and we'll be in touch