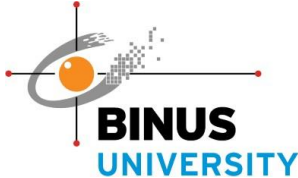


**Template Laporan
MARKET RESEARCH
ENTR6003 – Entrepreneurship 1
Binus Entrepreneurship Centre**

1. Front Title

MARKET RESEARCH REPORT



Name : NIM :

**BINUS UNIVERSITY
2019**

2. Table of Contents

3. Preface

Simple and short story about the business itself. Describe it as clear as possible.

4. Literature Review

Use any supporting information from any possible resources, could be websites, blogs, books, and journals.

Contents of Literatures:

Websites and blogs : Min 10 valid and active websites/blogs

Books and journals : min 3 books/journals

Example:

The media is full of stories of successful young entrepreneurs making fortunes from risky and challenging business opportunities. Most successful entrepreneurs, however, are much more deliberate in their decision making. Many factors have been identified as helping to lead to economic success for entrepreneurs. Who influences the decision maker can exert a big influence on the success of a business venture. In a broad sense, the overall sociocultural context exerts a significant impact on the decision-making and risk-taking of entrepreneurs (Grichnik, 2008).

More specifically, if an entrepreneur runs the business with significant influence from family stakeholders, the business is run in a more risk-averse manner (Miller, Breton-Miller, & Lester, 2011). Conversely, the entrepreneur will run the business in a more risk-tolerant manner if there is significant influence from market-oriented stakeholders (Miller, et al., 2011).

The example above shows you the way to write the name of the author of the resources, plus the year of the publication was released.

5. Methodology

Explain the methodology that you are going to use to conduct the market research.

6. Result and Discussion

Show the results of your market research, and give some explanation about the results.

You could use tables and diagrams to give more information to the readers and to support your explanation.

7. Conclusion

This is the final information that you should conclude based on the market research that you have done. After you have already stated a conclusion about your products, you would be able to deliver a marketing plan about the product itself.

8. Bibliography

You should write down all the resources that you have cited in the literature review above. Make sure that everything stated in the literature review would be stated in this chapter as well.

How to write:

Author's name (published year). *title of the article (italic or underlined)*, publisher.

Example:

Ashmos, D.P., & Duchon D. (2000). *Spirituality at work: A conceptualization and measure*. Journal of Management Inquiry.

Chawla, V. & Guda, S. (2010). Individual spirituality at work and its relationship with job satisfaction, propensity to leave and job commitment: An exploratory study among sales professionals. Journal of Human Values.

9. Attachment
Contents of:
- Questionnaires
 - Photos.
 - Other supporting materials

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CAUTION!

**It is strongly prohibited to do 'copy & paste'.
Any detected actions would be automatically set your TM's point into ZERO.**