



MARKET RESEARCH REPORT

Company Name

ABSTRACT

[Draw your reader in with an engaging abstract. It is typically a short summary of the document. When you're ready to add your content, just click here and start typing.]

Participant Name

Position

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1. Introduction and Purpose

This workplace assignment is the core practical component for Phase Two: Planning for Exports. It is designed as a desk-based research exercise to be undertaken upon completion of the classroom-based training. The primary goal of this assignment is to bridge the gap between theoretical knowledge and practical application, enabling you to conduct targeted, real-world research essential for successful exporting.

By completing this assignment, you will generate critical evidence for your Portfolio of Evidence (PoE), demonstrating your ability to conduct an in-depth export market analysis. The tasks are structured to directly address the specific outcomes and assessment criteria of Unit Standard 243218: Conduct an in-depth export market analysis (NQF Level 5, 6 Credits).

Focus of this Assignment: This assignment is strictly focused on Secondary Market Research. You are required to select one target country within the African continent and apply secondary research techniques to gather and analyze existing data and insights. This builds upon the foundational principles discussed in your training and the SWOT analysis completed in Assignment 1.

2. Scope and Notional Hours

This unit standard carries a weight of 6 credits, which equates to approximately 60 notional hours of work. This time includes planning, research, data analysis, and report writing. You are expected to manage your time effectively to complete all tasks within this framework. A suggested time allocation is provided for each part of the assignment.

The research must be practical and relevant to your own company's products or services. The evidence you produce must be authentic and directly applicable to your export planning process.

1. Evidence for Part 1: Research Plan

Learner Name:

Company Name:

Product/Service to be Researched:

1. Target Market Selection

Chosen African Country:	e.g., Kenya
Justification for Selection:	Explain in detail why this country was chosen. Reference market potential, trade agreements, logistics, etc.

2. Primary Research Objectives (SMART)

Objective 1:	e.g., To identify the key distribution channels for [product type] in [city, country] by interviewing 3 potential distributors by [date].
Objective 2:	e.g., To determine the acceptable price range for [product] among B2B customers in [country] through a targeted online survey of 50 companies by [date].
Objective 3:	e.g., To gather feedback on our product's branding and packaging from 5 industry experts in [country] by [date].

3. Methodology

Primary Research Methods to be Used:	List the methods (e.g., Structured Interviews, Online Surveys, Product Sampling) and justify why each is appropriate for your objectives.
Target Audience/Participants:	Who will you be researching? (e.g., Importers, distributors, retailers, end-consumers, industry experts). How will you find them?

4. Timeline (60 Notional Hours)

Week 1-2 (Approx. 15 hours):	e.g., Finalize research plan, develop survey questionnaire and interview scripts, identify potential interviewees.
Week 3-4 (Approx. 25 hours):	e.g., Conduct interviews, deploy online survey, send out product samples.
Week 5-6 (Approx. 20 hours):	e.g., Collect and analyse data, write up reports for each part of the assignment, compile final submission for PoE.

5. Resources & Budget

Required Resources:	e.g., Internet access, telephone/video conferencing software, survey tool (Google Forms), product samples.
Estimated Budget (if any):	Detail any expected costs. e.g., Courier for samples: R500, International call credit: R200, etc.

2. Evidence for Part 2: Competitor Analysis Report

Complete the following template for each competitor you analyse.

1. Competitor 1

1.1 Competitor Analysis Report

Competitor Name:	e.g., Company XYZ (Kenya)
Country of Origin:	e.g., Kenya (Local) or China (International)
Secondary Data Sources Used:	e.g., Competitor's website, Jumia Kenya website, article from 'Business Daily Africa'. Provide URLs.

1.2 Analysis Findings

Product/Service Analysis:	Describe their product. What are its key features, perceived quality, and packaging based on your primary research?
Pricing Analysis:	What is their pricing structure (e.g., retail price, wholesale price)? Are discounts offered? How does this compare to your company's pricing objectives?
Distribution Analysis:	How do they get their product to market? Who are their known distributors or retailers? (Information from your interviews)
Promotion Analysis:	What promotional activities are they known for in the market? (e.g., trade promotions, advertising -based on feedback from intermediaries)
Identified Strengths:	What are their key advantages in this market? (e.g., Strong brand recognition, established distribution network)
Identified Weaknesses:	Where are their vulnerabilities? (e.g., Inconsistent quality, poor after-sales service, high price point)
Strategic Implications for Your Company:	Based on this analysis, how should your company position itself to compete effectively? What is your unique selling proposition (USP) against this competitor?

2. Competitor 2

2.1 Competitor Analysis Report

Competitor Name:	e.g., Company XYZ (Kenya)
Country of Origin:	e.g., Kenya (Local) or China (International)
Secondary Data Sources Used:	e.g., Competitor's website, Jumia Kenya website, article from 'Business Daily Africa'. Provide URLs.

2.2 Analysis Findings

Product/Service Analysis:	Describe their product. What are its key features, perceived quality, and packaging based on your primary research?
Pricing Analysis:	What is their pricing structure (e.g., retail price, wholesale price)? Are discounts offered? How does this compare to your company's pricing objectives?
Distribution Analysis:	How do they get their product to market? Who are their known distributors or retailers? (Information from your interviews)
Promotion Analysis:	What promotional activities are they known for in the market? (e.g., trade promotions, advertising -based on feedback from intermediaries)
Identified Strengths:	What are their key advantages in this market? (e.g., Strong brand recognition, established distribution network)
Identified Weaknesses:	Where are their vulnerabilities? (e.g., Inconsistent quality, poor after-sales service, high price point)
Strategic Implications for Your Company:	Based on this analysis, how should your company position itself to compete effectively? What is your unique selling proposition (USP) against this competitor?

3. Competitor 3

3.1 Competitor Analysis Report

Competitor Name:	e.g., Company XYZ (Kenya)
Country of Origin:	e.g., Kenya (Local) or China (International)
Secondary Data Sources Used:	e.g., Competitor's website, Jumia Kenya website, article from 'Business Daily Africa'. Provide URLs.

3.2 Analysis Findings

Product/Service Analysis:	Describe their product. What are its key features, perceived quality, and packaging based on your primary research?
Pricing Analysis:	What is their pricing structure (e.g., retail price, wholesale price)? Are discounts offered? How does this compare to your company's pricing objectives?
Distribution Analysis:	How do they get their product to market? Who are their known distributors or retailers? (Information from your interviews)
Promotion Analysis:	What promotional activities are they known for in the market? (e.g., trade promotions, advertising -based on feedback from intermediaries)
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Strategic Implications for Your Company:	Based on this analysis, how should your company position itself to compete effectively? What is your unique selling proposition (USP) against this competitor?

3. Evidence for Part 3: Interview Guide and Report

Use the following template to guide your interview and then write a summary report of your findings.

3.1 Interview Guide: Logistics & Infrastructure Assessment

Interviewee Name & Title:	Name, Title, Company
Date of Interview:	DD-MM-YYYY

3.2 Interview Questions (Examples - adapt to your product)

1. Transport Infrastructure:	e.g., 'For a shipment from Durban to [Target City], what are the most common transport modes (sea, road, air)? What are the typical transit times and potential bottlenecks (e.g., port congestion, road quality)?'
2. Customs & Regulatory:	e.g., 'What are the most common challenges or delays when clearing goods like mine through customs in [Country]? Is the documentation process complex? Are there specific permits I should be aware of?'
3. Costs & Charges:	e.g., 'Beyond freight, what are the typical local charges I should budget for? (e.g., terminal handling, customs fees, local transport). Are there any unexpected or hidden costs?'
4. Banking & Financial:	e.g., 'From your experience, what are the most common payment methods used by importers in [Country]? Are there any challenges with foreign currency payments or transfers?'
5. Communications & Tracking:	e.g., 'How reliable are the communication networks for tracking shipments once they are in-country? Is real-time tracking generally available?'

3.3 Interview Summary Report

Write a detailed summary of the interview. Analyze the key findings for each area (Transport, Customs, Costs, etc.). Conclude with an assessment of the overall logistical feasibility of exporting your product to this market, highlighting the main risks and opportunities.

4. Evidence for Part 4: Product Viability Test Report

Complete the following template to report on your product test.

4.1 Product Viability Test Report

Testing Method Used:	e.g., Product Sampling with Online Feedback Survey
Description of Execution:	Describe how you carried out the test. Who participated? When did it take place? Attach evidence (e.g., survey questions, list of participants) in your PoE.

4.2 Feedback Analysis

Overall Perception:	What was the general reaction to your product/service? Was it positive, negative, or mixed? Provide examples.
Feedback on Product Features/Quality:	What did participants like or dislike about the core product itself?
Feedback on Packaging/Branding:	Was the packaging appealing and appropriate for the market? Was the brand name well-received?
Feedback on Price Point:	How did participants react to the proposed price? Was it perceived as good value, too expensive, or too cheap?

4.3 Recommendations for Adaptation

Based on the feedback, list and explain the specific adaptations your company should make before entering this market. This is the most important part of this task. Be specific. e.g., '1. Reduce packaging size from 1kg to 500g to meet consumer preference for smaller, more affordable units.' '2. Translate key information on the label into [Local Language].' '3. Adjust the price downwards by 5% to be more competitive with Company XYZ.'
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