

Sample list of questions

Asking good questions helps you understand your project better, at the same time allows you to better narrow the project scope to what you need to focus on.

Below are a list of questions you can possibly ask:

Expectations on Proposal

1) Objective

- What should be the goal of this engagement?
- What is your desired outcome from this engagement?
- How do you intend to use the recommendations?

2) Scope

- What is the expected Geographical coverage? (think about your team's ability to cover certain countries and specific cities)
- What is the expected Product/ service/ technology coverage?
- What is the expected Industry/ sector coverage?
- Is there a need to research on Competitors?
- Is there a need to engage Customers?
- What is the Analysis timeframe?
- What are the Units of measurement and analysis used for the project?

3) Key topics

- What specific questions and areas should be addressed through your research and recommendations in the final presentation?
- Is there an expected Methodology to be used for the project?
- What initial expectations does your sponsor have on how the primary research should be conducted?
- What is the overarching framework or approach for your project?

4) Timeline

- Deliverable milestones
- Meeting dates and times

5) Sponsor Process

- Who will be the main point of contact for the sponsor?
- Who in the sponsor organisation will be the main point of contact for the team?
- What are the preferred means of communication?
- What is the preferred frequency, days, timings of communications and meetings?
- What are the planned periods away from the office?

Knowing your Sponsor

- What analyses and reports do you have on the target market?
- Do you have structure, resources, capabilities and processes in place to enter and grow the business in the target market?
- How much have been invested to develop this product/ service/ technology?
- What is the annual cost for improving the product/ service/ technology?
- What are the main cost drivers of your product/ service/ technology?
- What is your trademark and patent plan for the target market?
- Is your objective to gain market share, or to increase your profit margin?
- How open are you to gauge the viability of your product/ service/ technology in a test market?

Understanding the Product

- What are the strengths of your product/ service/ technology?
- What are the potential limitations of your product/ service/ technology?
- What do your customers think or say about your product/ service/ technology?
- What are the competing products/ services/ technologies in the target market?
- What are the advantages of your product/ service/ technology compared with the competition?
- Are there any emerging products/ services/ technologies that could challenge you/ the incumbents?
- Does the product require after sales service?
- Is replacement a cheaper option than servicing?

Understanding Prospective Customers

- Describe your ideal customer.
- What are the existing industry sectors that you are targeting?
- Which would you say are the major industry sectors?
- What is the industry sector(s) that you want to focus on in the target market?
- Can your product/ service/ technology work for customers in other industry sector(s)? How?
- Does your organisation have channel partners in the target market?
- What is your plan for channel distribution in the target market?
- Would you continue to sell your product/ service/ technology in the target market without channel distribution? How?
- Can your existing channel partners distribute in the target market? Why or why not?
- How do you determine the pricing options for your channel partners? Will the same practice be adopted in the target market?
- What commercial terms do you have with your current set of channel partners?
- What commercial terms do you have with your current set of channel partners?
- Are you using the Internet to sell/ market your product/ service/ technology? Why or why not?
- How are you using the Internet to sell/ market your product/ service/ technology?

Understanding Market Potential

- Which markets are you doing well? How well are you doing?
- Which markets do you find most challenging? In what way do you find it challenging?
- Which geographical regions and cities would you like to target in the target market(s)?
- Why are you interested in the target markets and specific regions and cities?
- What is your exit strategy if the target market(s) is not growing?
- What other target market(s) are you looking to expand?