Guidelines for Market Research Project Report

 Note: The page limit for the project report is 6. Text size 11, minimum line spacing 1.15. You will <u>lose</u> one point for every extra page. You may include relevant details on literature survey, experiment design, data analysis and references in Appendix. There is no page limit for Appendix. The guidelines below can be used to prepare the main content of the report.

Problem definition
This section of the report gives the background to the problem, highlights the discussion with the decision makers and industry experts, discusses the secondary data analysis, and the qualitative research that was conducted. It should also contain a clear statement of the management decision problem and the marketing research problem.

Approach to the problem and research design
This section should discuss the broad approach that was adopted in addressing the problem, including theoretical foundation, analytical model formulated, research questions, hypotheses, and factor influencing the research design. Also, explain how the research was conducted.

Data analysis and results
This section should describe the data analysis strategy. Discuss results in a coherent and logical manner.

Recommendations and limitations
Interpret the results considering the problem being addressed and mention your recommendations. Discuss limitations in terms of time, budget, and violation of statistical assumptions, if any.

Team members and their contribution
Mention the responsibility of each team member and rate their contribution on a scale of 1 to 10.