

## A. ASSIGNMENT RECAP

- Prepare and deliver a **15-slide, 20-minute presentation** on a marketing research project.
- Developing a marketing research presentation requires clarifying the **client's situation**, defining **research objectives**, specifying variables and detailed research questions.

### Suggested Structure:

- I. Business situation brief (1 to 2 slides)
- II. Management decision problem (1 slide)
- III. Marketing research background (3 to 4 slides)
- IV. Research problem statement (1 slide)
- V. Unit of analysis and research variables (1 to 2 slides)
- VI. Research objectives and detailed questions (2 to 3 slides)
- VII. Reference list

## B. KEYWORD EXPLANATIONS

### 1. Business Goals & Objectives

**Business Goals:** A broad, high-level statement that provides overall direction for the company. Goals tend to be more abstract and long-term.

**Business Objectives:** Specific, measurable, time-bound steps that move the company towards its goals. Objectives are more concrete and action-oriented. Setting SMART objectives is considered a best practice to ensure clarity and effective execution.

- Specific: clearly defined with details about what needs to be achieved.
- Measurable: Success toward achieving the objective can be tracked and measured.
- Achievable: The objective is realistic and can be accomplished with the resources available.
- Relevant: The objective aligns with overall goals and strategies of the organisation.
- Time-bound: The objective has a specific deadline or timeline for completion.

→ Goals provide vision and direction. Objectives are the tactical steps to accomplish the goals.

## **2. Management Decision Project vs Research Objectives**

Management Decision Project is focused on strategic decisions enabled by the research, while the Research Objectives are focused on delivering the required research insights.

## **3. Unit of analysis and research variables**

- **Unit of analysis** refers to the specific entity or element that is the subject of study or investigation in a research project. Common units of analysis in research include individuals (e.g., people, consumers, patients), organisations (e.g., companies, schools, hospitals), groups (e.g., teams, focus groups), events (e.g., a specific incident or occurrence), or even geographical regions.
- **Research variables** are characteristics, attributes, or factors that can be measured, observed, or manipulated in a research study.

## **C. REFERENCE**

- [Market Research Vietnam](#)
- [Statista](#)
- [Natural Skin Care Products Market Report, 2022-2030](#)
- [Vietnam Skin Care Products Market by Type, Demographics, Age Group, and Sales Channel : Opportunity Analysis and Industry Forecast, 2021–2027](#)
- [Cosmetic Usage Analysis 2022 : Viet Nam](#)
- [Vietnam Skin Care Products Market Size, Share & Analysis Report, 2027](#)
- [Vietnam Skin Care Products Market - BEAUTY CARE EXPO](#)
- [Cosmetics - Vietnam | Statista Market Forecast](#)
- [Vietnam's Cosmetics Industry: Strong Potential for Growing Market](#)