

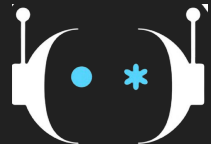
**Market Research:** gathering, recording, and analyzing data related to marketing products and services in order to understand market needs, competitors, and customers.

**Purpose:**

- To understand the market and industries/ how to attract customers
- Learn about competitors and new potential customers
- Gaining knowledge on marketing strategies

**My goals for market research:**

- Learn about directed audience/consumers for the company
- Learn marketing strategies in web design
- Find effective ways to creatively appeal to consumers while telling the company's story

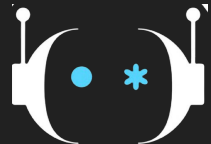


## Process:

- Define a problem and develop a plan
- Find original data like interviews, studies, surveys
- Analyze the data and resources collected
- Find methods, motivation, and opinions in companies, consumers, competitors (all perspectives)
- Measure and observe trends in the market

## Importance:

- Helps the company make decisions based on market patterns and trends
- Prevents and finds potential risks and problems
- Helps us understand a customer/consumers needs and wants



# Ideas for HopeKCC



Doing research on consumers /general problems and offering opportunities for people in different communities to connect through the organization

Find ways to show the influence of Christ with and within the organization and tell the story of the organization with the Christian values appealing to consumers and how to create that digitally and for social media