Lesson 1.4: Requests for Market Research

Slide 1: Requests for Market Research

Requests for Market Research

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Slide 2: Learning Objectives

Learning Objectives

Describe typical market research request

List common forms of market research requests

Explain who makes them and why

Slide 3: How the Market Research Request is Made Internally



Slide 4: A Government or Formal Research Request

A Government or Formal Research Request

Request for Proposal = RFP

Highly structured process

Allows comparison of competing proposals



Slide 5: Market Research Request Via Business Source

Market Research Request Via Business Source

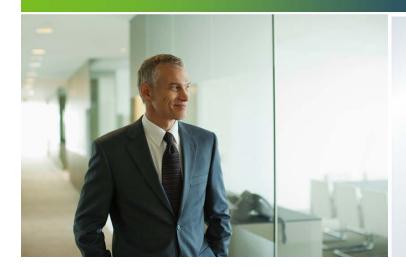


May result from online search
Response to advertising or referral
Usually comes by email or
phone call

Slide 6: Who Makes the Inquiry?

Who Makes the Inquiry?





CEO or President

Engineers or Product Developers

Product Managers

Slide 7: Who Makes the Inquiry?

Who Makes the Inquiry?





Marketers or Market Research Analysts Chief Financial Officers or CFOs Customer Service Managers

Slide 8: Who Makes the Inquiry?

Who Makes the Inquiry?





PR Managers

Journalists

Politicians

Slide 9: Why is the Inquiry Made?

Why is the Inquiry Made?







Gain competitive advantage



Get more people to purchase

Slide 10: Why is the Inquiry Made?

Why is the Inquiry Made?







Check strategic or creative approach

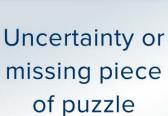
Reverse declining market share

Clarify problem or what's up with the competition

Slide 11: Why is the Inquiry Made?

Why is the Inquiry Made?







Stuck at a fork in the road



Need additional information to make wise decision

Slide 12: Summary

