

Lesson 1.4: Requests for Market Research

Slide 1: Requests for Market Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title "Requests for Market Research" is written in a large, bold, dark blue font. Below the title, the name "Jim Fong, MBA" is displayed in a smaller, dark blue font. In the bottom right corner, the "UC DAVIS EXTENSION" logo is shown in dark blue.

# Requests for Market Research

Jim Fong, MBA

**UC DAVIS**  
**EXTENSION**

Slide 2: Learning Objectives

## Learning Objectives

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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



## How the Market Research Request is Made Internally

Product development, marketing or management is...

Struggling to discover

They know who can get it done internally

Slide 4: A Government or Formal Research Request

## A Government or Formal Research Request

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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

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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?



Figure out focus on  
product features



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?



Uncertainty or  
missing piece  
of puzzle



Stuck at a fork in  
the road



Need additional  
information to  
make wise decision

Slide 12: Summary

# Summary

Describe typical market research request  
List common forms of market research requests  
Explain who makes them and why