

Intended Outcomes

Layout your hypothesis. Include what you believe will be the likely outcomes of your research.



Hypothesis 1



Hypothesis 2



Hypothesis 3

Summary

Provide a brief overview of the purpose of the project and the intended outcome.



Takeaway 1
A little more detail



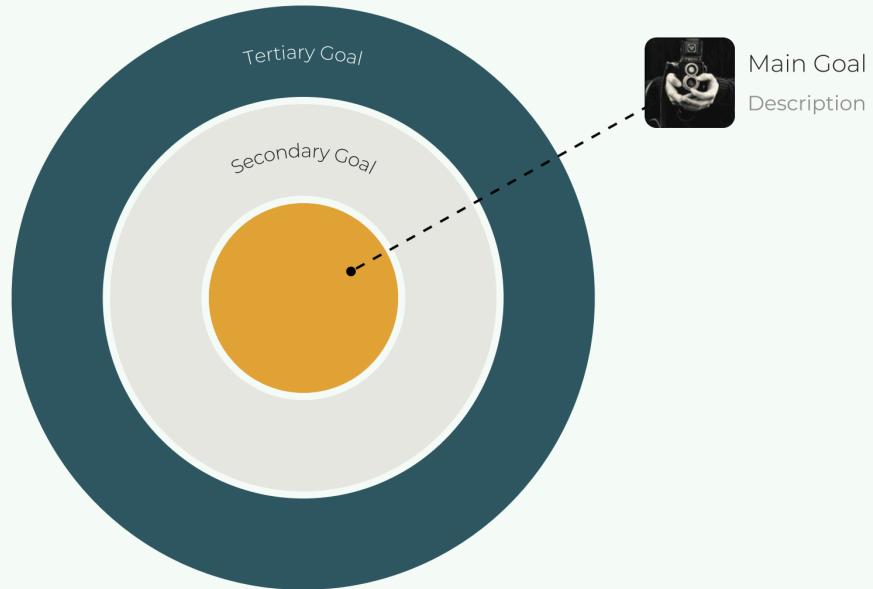
Takeaway 2
A little more detail



Takeaway 3
A little more detail

Objectives

Describe the goals and bullseye you hope to achieve with this project.



Existing Knowledge

Highlight background circumstances which indicate a need for the specific market research project proposed.

Strengths

Weaknesses

Opportunities

Threats

Agenda

- | | |
|-----------------------|---------------------------|
| 1 Executive Summary | 7 Research Methodology |
| 2 Objectives | 8 Timeline |
| 3 Existing Knowledge | 9 Budget |
| 4 Intended Outcomes | 10 Ethical Considerations |
| 5 Target Demographics | 11 Further Outcomes |
| 6 Data Collection | |





TEMPLATE

[Market Research Project Title]

Prepared By [NAME]
[COMPANY]

Date

Data Collection

Describe all data collection methods to be utilized in your market research and how they will be conducted.

Quantitative

List how you will collect this data

Qualitative #1

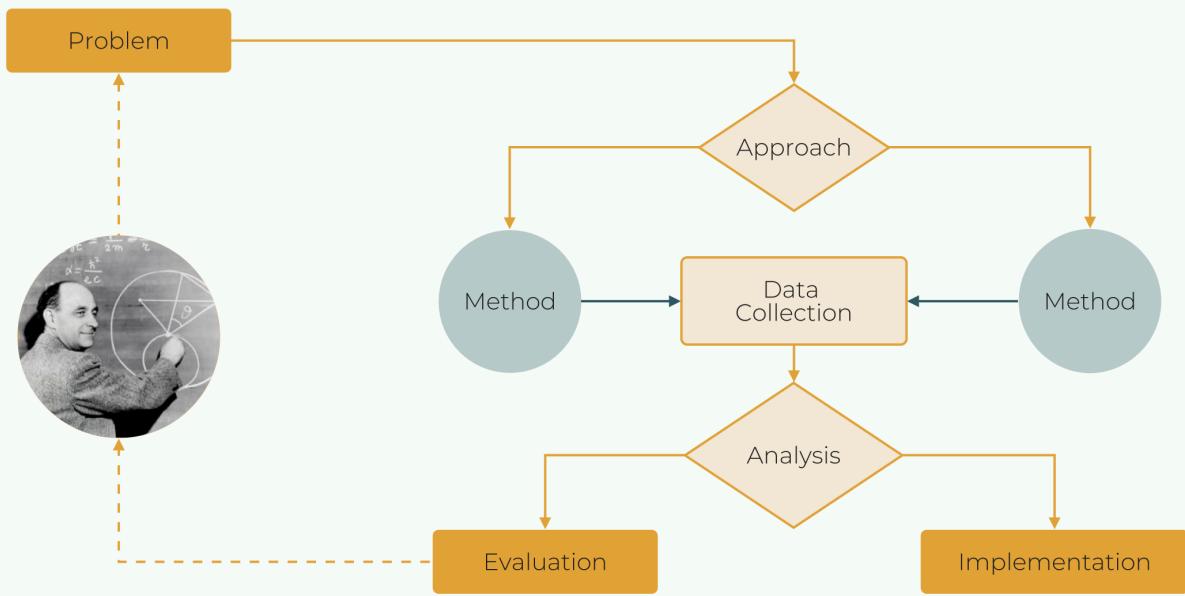
List how you will collect this data

Qualitative #2

List how you will collect this data

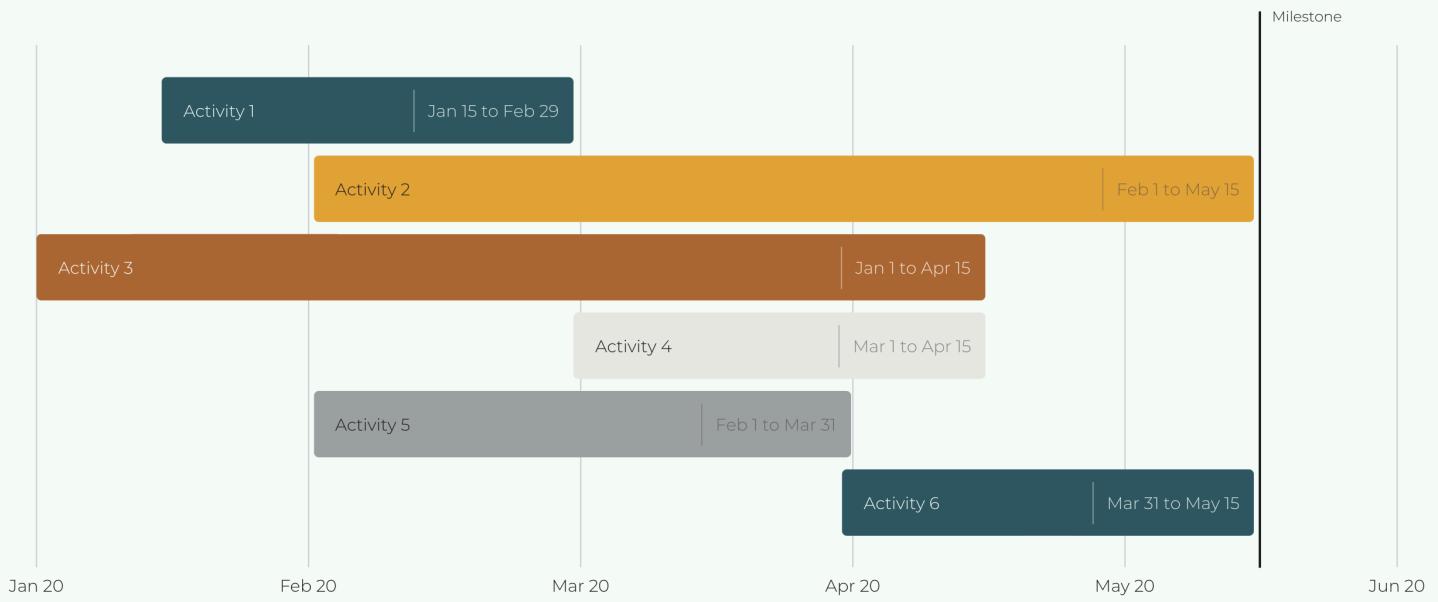
Research Methodology

Give an overall blueprint for your methodology in approaching research data and include any limitations.



Project Timeline

Include data collection times and allotted time for research analysis and conclusions.



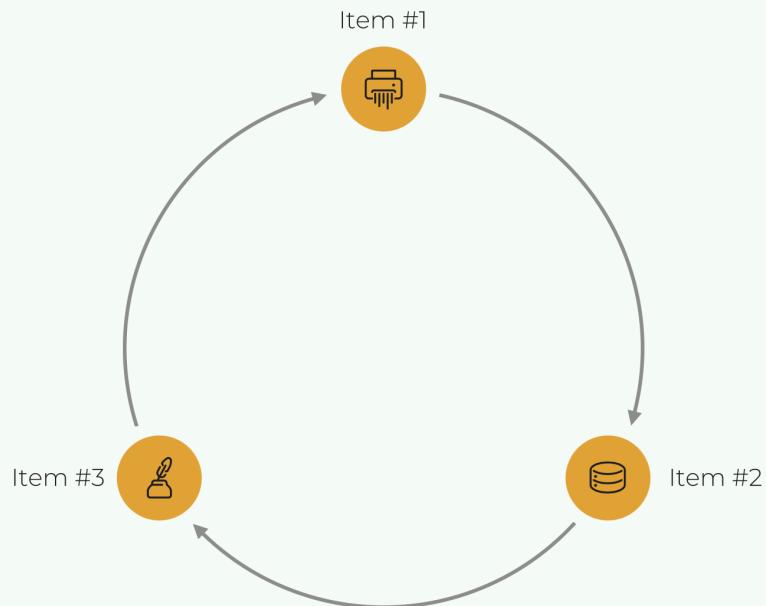
Budget

Include all possible cost considerations and a breakdown of those here.

Item	Unit Cost	Total
Total		

Ethical Considerations

Address factors such as confidentiality, data security, privacy, and consent of research participants



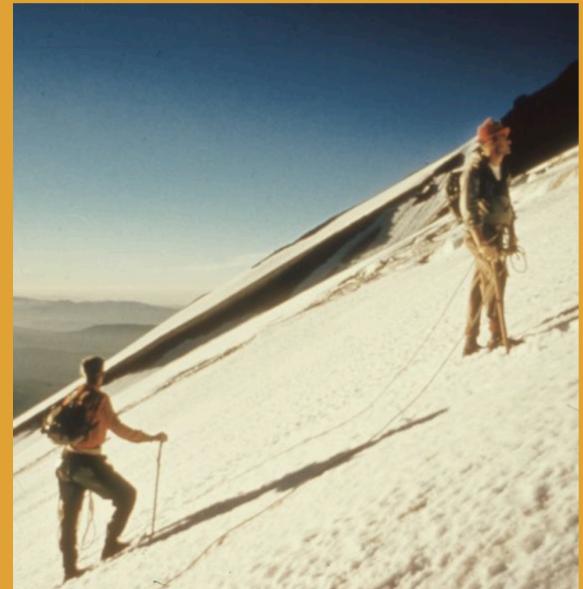
Further Outcomes

Show how this market research will provide further benefits or include unique applications of the results.

1 Insight

2 Insight

3 Insight



“It always seems impossible—until it's done.”

Nelson Mandela

Target Demographics

Highlight what part of your demographics you will be researching.

