



The 6 steps to doing Market Research

1. DETERMINE THE GOALS OF YOUR MARKET RESEARCH

Decisions about the product, its price, the advertising strategy, and its distribution will have to be made. The goal of your research should focus on helping you make these decisions in such a way that will enable your business to meet your ideal customers' needs. Develop a hypothesis. Create a character sketch of who your target customer is, and an outline of who your main competitors are. Your goal will be to prove or disprove these assumptions.

2. DETERMINE WHAT INFORMATION YOU NEED TO MAKE YOUR DECISIONS

You need to know who your customer is (ie. age, income, etc.), why they buy, where they shop, etc. You should know who your competitors are, what products/services they offer, their competitive advantages, etc.

3. RESEARCH SECONDARY DATA

Secondary data is information that was previously developed by other parties such as the government (ie. Statistics Canada) or trade organizations (ie. supplier lists). Always research secondary data first!

4. DETERMINE IF YOU HAVE ENOUGH INFORMATION TO MAKE YOUR DECISIONS

Always exhaust all sources of secondary data before you start to collect primary data. It will save you time and money by reducing the amount of information that you have to collect through expensive primary data.

5. RESEARCH PRIMARY DATA

THE CONSUMER QUESTIONNAIRE SURVEY METHODS

- the telephone interview
- the personal interview
- the mail survey

6. ANALYZE YOUR INFORMATION AND MAKE YOUR DECISION

You must interpret the data and show how the results are relevant to your business. Look for opportunities! Compare your information about the customer against your information about the competition. The opportunity lies in where the competition is not fulfilling the market needs.