

# Market Research Checklist - Public

## 1. Define Research Objectives:

- Clearly outline the specific objectives and goals of your market research.

## 2. Identify Target Audience:

- Define the demographic, geographic, psychographic, and behavioral characteristics of your target audience.

## 3. Competitive Analysis:

- Research and analyze your competitors, including their products, pricing, marketing strategies, and market share.

## 4. Industry Trends:

- Stay updated on current industry trends, emerging technologies, and market dynamics.

## 5. Secondary Research:

- Gather existing data and information from industry reports, market studies, and online sources.

## 6. Primary Research:

- Plan and conduct primary research, which may include surveys, interviews, focus groups, or observations.

## 7. Survey Design:

- If using surveys, design well-structured questionnaires with clear and unbiased questions.

## 8. Data Collection:

- Collect data through various methods, such as online surveys, phone interviews, or in-person surveys.

## 9. Sampling Strategy:

- Determine the appropriate sampling strategy, whether it's random, stratified, or convenience sampling.

## 10. Data Analysis:

- Analyze collected data using statistical tools and techniques to draw meaningful insights.

## 11. Customer Feedback:

- Solicit feedback from existing customers to understand their needs and preferences.

#### **12. Market Size and Growth:**

- Determine the size of the market and its projected growth rate.

#### **13. Target Market Validation:**

- Validate that your chosen target market aligns with your business goals and capabilities.

#### **14. Market Segmentation:**

- Segment the market based on relevant criteria to identify niche opportunities.

#### **15. Pricing Analysis:**

- Analyze pricing strategies used by competitors and assess your pricing strategy's competitiveness.

#### **16. Product/Service Validation:**

- Validate your product or service concept with potential customers to ensure market demand.

#### **17. Brand Perception:**

- Assess how your brand is perceived in the market and identify areas for improvement.

#### **18. Customer Needs Assessment:**

- Determine the specific needs, pain points, and preferences of your target audience.

#### **19. Distribution Channels:**

- Identify the most effective distribution channels to reach your target market.

#### **20. Regulatory and Legal Considerations:**

- Research and understand industry-specific regulations and legal requirements.

#### **21. Data Privacy Compliance:**

- Ensure compliance with data privacy laws when collecting and handling customer data.

#### **22. Market Entry Strategy:**

- Develop a market entry strategy based on research findings and market analysis.

#### **23. Risk Assessment:**

- Identify potential risks and challenges associated with market entry or expansion.

#### **24. Actionable Insights:**

- Translate research findings into actionable insights and strategies.

## 25. Report and Presentation:

- Create a comprehensive research report and presentation to share with stakeholders.

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