



Market research brief

TEMPLATE

B2B
MARKETING
TEMPLATE



Market research can be an effective way to drive better business performance. This template should help you develop a market research brief to produce useful and insightful research.

Company background

1.

Put together a clear and comprehensive picture of your company, the background to your business and where it's going, what business you are in and what makes your brand different.

Specifically, provide information on your company's history, size, brand proposition and competitive position in the market place.



Background to this project

2.

What are the objectives of the research project?

What will this project achieve for the business?

What strategic and/or tactical decisions will you make, based on the data from this research?

Examples could include the launch of a new product or entry into a new market.



Scope of research

3.

What data do you want the research team to collect?

Be specific about the scope you want included. This might be, for instance, market size and segmentation, the competitive landscape, pricing, and customer needs and budgets.





Market to be researched

4.

What type of individuals in what type of organisations should the research target? Consider geography, company attributes, individual demographics and purchase/influencing roles.



Product/service to be researched

5.

Consider how technical the product/service is. Do you have technical data sheets, product and marketing literature or user manuals you can supply?



Research medium

6.

How do you want the research team to approach the market and collect the data? Is this to be an online research project, postal, telesresearch or face-to-face?



Timescale

7.

By when are the final research findings needed?



Delivery

8.

What degree of analysis and/or recommendation are you expecting? How do you want the research data to be presented?



Budget

9.

Your budget will define the extent of the project, so be clear about what you can afford from the start to ensure you know what can be delivered.

