



# Market Research Brief

Here is a checklist of points to include in your research brief:

## Background

- What has happened to make the brief necessary?
- How does this piece of work fit in with other potential initiatives within the organisation?
- What has already been done?
- What do you already know/not know?

## Business objectives

- Describe your business objectives, for example, in terms of sales and profitability, market share, growth in customer base

## Project objectives

- What is the purpose of/expected outcome from conducting this piece of work (eg to answer particular questions, focus new product development)?
- What decisions will be made on the basis of the work undertaken?

## Stakeholders

- Who are the key stakeholders; what interest do they have in this project and how might they want to be involved?

## Research objectives

- What are your over-arching research objectives and what specific information should be provided or knowledge gaps addressed?

## Guidelines

### *Envisaged methodology*

- Provide guidance on the nature of work that should or should not be undertaken?
- What are the priorities?

### *Sample and location*

- What countries/areas, markets, customer groups should be covered/receive most attention? For quantitative research, please include the sample size

### *Stimulus*

- Describe any specific inputs?

### *Timing and costs*

- What time constraints for the project?
- What is driving any time constraints eg board meeting presentation?

### *Deliverables*

- What should the project deliver?
- What will success feel like?
- Define any terms used (eg what constitutes a successful 'proposition'?)
- In what form should the project be delivered (eg full debrief and report, short film)?

### *Budget*

- What is an appropriate investment in this project?

***For a totally tailored proposal to respond to your requirements call us or send your brief to [info@themarketresearchers.co.uk](mailto:info@themarketresearchers.co.uk) and we'll be in touch***