The Marketing Research Process

Identify the problem

- Problem to solve
- Project objectives
- Research questions
- 2. Develop the research plan
- Information needed
- Research & analysis methods
- Responsible parties

3. Conduct research

- · Secondary data review
- · Primary data collection
- Suitable methods & techniques
- 4. Analyze and report findings
- Data formatting & analysis
- Interpretation of results
- Report & recommendations

5. Take action

- Thought and planning
- Evaluation of options
- Course adjustment & execution

The Marketing Research Process A Managerial Approach To Purchasing Relevant Information For Decision Making

Sebastian Brünink

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