

The Marketing Research Process

1. 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 Management Of Marketing Research Marketing Research Series

Jicheng Xie



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