

## **Research Notes for Marketing Managers-1**

### **Check List for Research Briefs/Invitations to Tender**

We hope the points below will provide a useful reminder or checklist when you commission market research from an external company. Including these aspects will help ensure quotations and research proposals will meet your brief more effectively.

- Introduction – a summary of what you want to do and reasons why you are commissioning the project (it's also useful to include some background info on your organisation/company)
- Review the key business/marketing issues and how they relate to the proposed project
- List the key objectives for the project preferably in bullet point format. There may be one overall business/marketing objective and then specific research objectives. Try not to list specific questions you want to include in a questionnaire, at least not at this point in the brief.
- Details of the market/customers/target customers to be researched. Will your company/organisation be providing details of the sample/organisations to be researched? If research with customers - you will need to provide Excel database with contact details- is this available? Has prior agreement been obtained from customers?
- Has your company completed any research previously which may be useful or relevant for the preparing of the research proposal?
- Are there specific requirements/priorities in any part of the proposed project?
- Timing for the proposal and the project;
  - Is there a specific deadline for the proposal?
  - When is the project to be commissioned?
  - When do you need the results by?
- In what format would you like the findings? A presentation face to face and/or a full (Word) report of findings. Do you want an executive summary? Any specific requirements for the structure of the report? Will you require assistance disseminating findings/results internally?