Market Research Report

Purpose

The purpose of this tool is to help you communicate findings from a market research project. A Market Research Report is a formal management communication document that provides an executive summary, description of the problem, objectives, research design and methodology, information sources, results, action-oriented recommendations, and appendix.

How to Use this Template

Complete the following sections with your project team and/or stakeholders. Cut and paste this information into a document that reflects your corporate image and deliver your Market Research Report to senior executives interested in the findings.

Title Page

[Insert Company Name or Logo]

Market Research Report: (insert project title)

[Insert Completion Date]

Completed By: [Insert Project Manager Name]

Completed For: [Insert Project Sponsor Name]

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1. Executive Summary

**1.1 What were the Key Findings from the Research Study?**

Provide a brief description of the key findings of your study. Be sure to highlight issues that are relevant to your target audience.

2. Description of the Problem

**2.1 What were the Key Questions?**

In this section, document the questions that were answered by the research study. Following are some samples questions to get you started:

* What competitive advantages do we have?
* Who is our target market? What are their characteristics?
* Where do our prospects position our product in the market?
* What is our market share? Is it being eroded?
* How likely are customers to refer us business?
* Which sales channels are most effective?
* How can we improve our sales process?
* What new products should we develop?
* How effective are our marketing campaigns?
* What is the optimal price for our products?

**2.2 Research Objectives**

Provide a description of what information was required to answer the questions. Discuss your initial hypothesis and document the objectives of the study. For example, the objective may have been to test if advertisements in a specific geographic region led to increased brand awareness.

3. Research Design & Methodology

**3.1 Assumptions**

List all the assumptions you made when conducting this experiment. Some examples of assumptions include: costs, sample size, margin of error, cause-effect relationships, historical purchasing information and past benchmarks.

**3.2 Information Sources**

Where did you go to learn more about this project? Are your sources of information credible? Some examples of secondary research include: whitepapers, analyst firm reports, conferences, peers and consultants.

**3.3 Research Methodology**

Describe your research process. Did you conduct surveys, analyze focus group sessions, visit clients in person or simply talk with stakeholders?

Add your research tools and data collection forms to the appendix at the end.

4. Research Study Results

This section will outline the qualitative and/or quantitative results from the study.

**4.1 What were the Results?**

Provide a description of the results of the research study. Include the highlights from the study and organize the data based on audience priorities.

**4.3 What is the Effect of the Results?**

Based on the results, provide a detailed description of the opportunities and risks facing the organization. The implications of the results are the most important section of the report; be sure to provide lots of insight here.

5. Recommendations

What is your proposed course of action? Insert your recommendations here.

**5.1 Action Plan**

1. Action Plan Step #1
2. Action Plan Step #2
3. Action Plan Step #3

6. Appendix

**6.1 Research Tools & Data Collection Forms**

Attach all the documents used during your study, including: project plan, surveys, respondent demographics, data collection tools and third-party reports.