
INITIAL PROFORMA FOR PLANNED MARKET RESEARCH

COMPANY & BRANCH:.....
PROJECT INITIATOR :.....
TITLE OF THIS PROJECT:.....

AIM OF RESEARCH:

(Outline the purpose and type of outputs / information required)

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PRIOR RESEARCH / RELEVANT BACKGROUND DOCUMENTS

(List any existing documents / benchmark reports)

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PROFILE / DESCRIPTION OF TARGET RESPONDENTS:

(Include any specific sampling requirements - such as preferred age range;
geographic area to be included; decision making status of respondent, etc)

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SPECIFIC DECISIONS TO BE MADE BASED ON THE RESEARCH OUTPUTS.

(eg: expenditure level of potential investment at stake; potential incremental revenue
& profit to be assessed; target improvement to market share / customer retention)

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DATE RESULTS REQUIRED:

SUPPLIER

SUPPLIER CONTACT #.....