

The Market Research Brief helps background market research firms, so that the most successful project can be delivered.

**Project Name**

A short 3 to 5-word title for this market research project

**Background**

Brief description of the situation that led to this market research request

**Business Objectives**

The business objectives that this market research project will help support

- 1.
- 2.

**Target Market**

The target markets you need the information from

**Geography—**

Examples: US, certain US regions or states, Canada, Mexico, Europe, South America, China, etc.

**Vertical Markets—**

Examples: Manufacturing, Energy, Communications, Mining, Agriculture, Transportation, Infrastructure, etc.

**Audiences—**

Examples: Sales people, manufacturer reps, distributors, dealers, end-users, designers, purchasers, specifiers, etc.

**Additional Profile—**

Examples: Firmo-graphics such as company size, number of employees, etc. and / or demographics such as age, sex, etc.

**Existing Data Sources**

**Secondary Data Sources—**

If you have secondary industry or market data resources such as trade magazines, white papers, etc., please list below and attach.

**Primary Data Sources—**

If you have target audience databases, please list below with the approximate number, e-mail addresses and phone numbers.

| Audiences | Approx # of Current Contacts | E-Mail Addresses?            | Phone Numbers?               |
|-----------|------------------------------|------------------------------|------------------------------|
| _____     | _____                        | <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| _____     | _____                        | <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| _____     | _____                        | <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |
| _____     | _____                        | <input type="checkbox"/> Yes | <input type="checkbox"/> Yes |

**Trade Shows**

Upcoming trade show(s) that may be utilized to collect customer input if it is within your deadline for this project.

**Show Name:**

**Dates:**

**Location:**

(City / State / Country)

**Key Learning**

The overall key questions you wish to answer with the information (keep it high-level; do not write a questionnaire)

- ▶
- ▶
- ▶
- ▶

**Market Info Usage**

How you plan to use the market information to move the business forward

- ▶
- ▶
- ▶

**Information Deadline**

The date that you need the results of the market research project

**Project Budget**

The available budget for the market research project

**Additional Comments**

Additional information not covered in the Market Research Brief

**Requestor Contact Info**

Your contact information

**Name:**

**Title:**

**Location:**

(City / State / Country)

**E-Mail Address:**

**Phone Number:**