

Marketing Research Proposal Template

[TITLE OF PROJECT]

Prepared By [YOUR NAME]

PandaTip: Many people who create marketing research proposals like to use an attractive and eye-catching cover page. PandaDoc is one option for giving your research proposal a polished look.

SUMMARY

PandaTip: Here you can provide a brief summary of the purpose of the marketing research proposal, including who it is prepared for and if it was a commissioned research scheme.

AIMS AND OBJECTIVES

PandaTip: This section should include the primary goals of the marketing research and the specific objectives of the project. You should explain the value of the research you hope to perform, showing why the proposal should be approved and what positive gains and useful results the research will produce.

FRAMEWORK ANALYSIS

PandaTip: This section goes hand-in-hand with the aims and objectives section, but should focus more in depth on the background circumstances which indicate a need for the specific market research project proposed. While aims and objectives describe the specific outcomes the research will produce, the framework analysis section should demonstrate the scope of these outcomes from a practical standpoint. The framework analysis should include information from existing sources (the current body of knowledge) regarding the specific topic to be researched. You can then demonstrate the specific need for your proposed research plan.

***Both these sections, but particularly framework analysis, would benefit from the inclusion of applicable statistics and/or graphs and charts.**

HYPOTHESIS

PandaTip: Generally using only a few sentences, the hypothesis of the research project states what the expected or speculated outcome of the research is likely to be.

COLLECTION OF DATA

PandaTip: Use this section of the marketing research proposal to thoroughly describe all data collection methods which will be utilized in your research. The overall strategy can be addressed, as well as the individual data collection methods. For market research, these often include

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