

# **Techniques for Market Research Reports**

**Freddy Rangkuti**

# Objectives

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## **In this section you will:**

- **Examine the approaches to report writing in Market Research**

# Client Analysis

- Who is your client?
- How similar are they to you in their educational backgrounds?
- How much background knowledge do they already have in the subject you are to research?
- How similar are their values and your own?
- How useful will your research be to them?
- How do they rate your credibility?
- Is there any reason why they will not want to accept your findings?

# Executive Summary

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This would usually be seen by executive management. It should be a mini version of your report, **highlighting all the salient points and findings** in an efficient, effective, easily understandable style.

# Contents

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Your report should be in **outline form**, with sections and sub-sections. The contents should match the sections and sub-sections with page numbers.

# Objectives or Terms of Reference

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When a client specifies requirements you have **terms of reference**, which must be stated. If the research is new, devised by you/your team **you must state objectives.**

It is possible to have both of the above, in this event suitable sectioning is required.

# Methodology

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This should include **your approach** to collecting secondary data and primary data (including design issues) linked to analysis outcomes.

**Survey and sampling** approaches should be detailed.

**Technical content** should be placed in an appendix.

# Survey Approach and Sampling Frame

Conventional methods should be used unless clear arguments can be made.

The **sampling/survey methods** should be seen to be **reliable**, for validity and reproducibility.



# Summary Analysis

This section should report the salient **findings** from analysis in an easily understandable form.

**Interpretations** can be tabulated with summary statements. Graphs can be included, however it may be pertinent to place them in an appendix. Analyses and printouts should certainly be placed in an appendix.

# Discussion / Conclusions

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**Your client may request a discussion,** however these are usually left for a verbal presentation or find use in dissertations.

**Conclusions** however, are usual and should be clear with **supporting arguments and analysis.**

# Recommendations

Recommendations arise out of conclusions and analysis. It is usual here to present a **strategy** or **approaches to implementing a strategy.**

# References/Bibliography

**References** are essential. You should use standard approaches such as a **harvard referencing system**, sources and examples of documentation. If you have bulky or very relevant sources you can place them in the appendix.

# Appendices

The appendix can include sources of information, extracts, photographs, technical detail, plans and design protocols for areas such as the **questionnaire** and the **survey approach**.

If there are many sets of appendices they should be placed in sections and referenced from the body of the report.

# Minimum Appendices Required

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**As a minimum the appendix should contain:**

- **Question Structure/Design**
- **Questionnaire**
- **Coding**
- **Survey/Sampling details**
- **Statistical Analysis**
- **Original Research Proposal**

# Presentation of Findings

You may be required to give an oral presentation of your report. For this you will need to prepare by undertaking an **audience analysis** (similar to the **client analysis**).

The presentation should be well planned and rehearsed for “all” eventualities. It is a reflection of your teams professionalism.

# Summary

***In this section you have examined the following:***

- ***Approaches to writing Market Research reports***
- ***You should now complement these areas with readings from the resources and recommended texts***