

## **Market Research Checklist**

Approaching market research from the following perspective should give you a thorough overview of the marketplace, competitors, market structure, products and prices. You may find the Information Sources Checklist useful when researching the following areas.

### **The Structure of the Market**

- Customer profiles, needs and preferences
- Market sectors, sizes and niches
- Market share of major competitors
- Branding
- Attitude to brands
- Consumer awareness
- Seasonality of market
- Market structure

### **Marketing environment**

- Trends in pricing
- GDP
- Balance of trade, imports, exports
- Output
- Demographics
- Housing
- Transport
- Ownership of major products
- Lifestyle

### **Main Brands and Suppliers**

- Profile of main suppliers
- Suppliers' advertising strategies
- Consumer awareness of suppliers/suppliers' image

### **Retailing and Distribution**

- Structure of the distribution network
- Distribution marketing
- Ordering & stocking preferences
- Distribution levels

### **Analysis of Products**

- Product availability and specifications
- Packaging
- Consumer satisfaction
- Product life cycle
- Product development and innovation
- New product launches

## **Pricing**

- Current prices
- Margins
- Price sensitivity
- Price trends
- Testing alternative prices