**Market Research Worksheet**

***Instructions:*** Read and complete the following steps.

1. Design a market study that will inform your organization about:
* The potential market for the new product or service
* The specific benefits the target market will expect from the product or service
* Adjustments that should be made to the prototype of the product or service prior to launch, to meet the needs of the target population
* A reasonable price for the product or service
* The place from which the product or service should be delivered
* The quantity of the product or service that will be needed to meet potential market demand
* Techniques to motivate people to use the product or service
1. Prepare a brief description of the market study you plan to undertake. The description should include information about:
* The product or service you plan to introduce

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* The objectives of your market study

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* The research method you will use to collect data and information

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* The sample population you will study

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* The questionnaire you will use

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* The data collection plan

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