**Activity – Complete your own export market research checklist**

Using the checklist below, determine the research process for your own market research. Note that some of the steps can only be completed after the market research has been conducted.

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| **Steps**  | **Questions / Tasks**  | **Response** |
| **Step 1:** Determine the opportunity | Name the opportunities you see for your product offering, as well as the markets where you believe the opportunities lie. |   |
| **Step 2:** Set realistic and relevant objectives | 1. What do you hope to find out from your research?
2. What decisions will it allow you to make?
3. What are your key research questions?
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| **Step 3:** Design your research | 1. Will this be a qualitative or a quantitative study?
2. Will you conduct the research yourself or will you hire someone/a company to do it for you?
3. What research methods will you use?
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| **Step 4:** Gather and select Data |  |   |
| **Step 5:** Interpret and digest Data | What are your key findings? *(you will not be able to answer this until you have actually conducted the research or had it conducted for you)*  |   |
| **Step 6:** Present the results | 1. Summarize your key findings and share them with management.
2. What answers did you find for your key research questions?
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| **Step 7:** Establish an ongoing, systematic operation | 1. How will you keep your research information “fresh”?
2. How often will you update the information you have collected?
3. Who will gather the information for the updates?
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