**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? |  |
| **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? |  |
| **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? |  |
| **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? |  |