

Market Research Brief

Business RESEARCH Template

versION 2.0

# Background

*Explain the business and market situation that has given rise to the research requirement.*

*Cross refer any research studies that have already been undertaken that have unearthed relevant insights or information for this new requirement.*

# Objectives

**Business Objectives**

*Detail the business objectives that the research is looking to support. Explain how it is intended to feed in them.*

**Research Objectives***Describe the specific research objectives. Why is research needed? What are you looking for the research to provide? How do you intend to use the outputs from the research?*

# Market

*Provide a brief description of the industry sector, as you define it and talk about it.*

**Sample**

*Detail who you wish to involve in the research. Provide as much detail here as possible e.g.*

* *Firmagraphics (Turnover, number of employees, age of business, industry sectors, SIC codes or equivalent)*
* *Business Decision Makers (Who do we need to speak to within the businesses: MD, FD, Ops Director, etc)*
* *Geography – which nation regions, areas, should be included in the study – any pointers on the level of emphasis in each, etc*

# Participant Recruitment

*Do you hold any data on the Sample already? If so, please detail.*

*Are there any pre-qualification questions that you would want to use in recruiting participants to the research? E.g. Exclude rejecters of business banking by mobile or positively include customers of a competitor offering.*

# Topic Guide or Survey Scripting

*Are there specific areas or topics that you would want the research to cover?*

*Are there any mandatory questions that you would want asked?*

# Stimulus

*Are there any specific stimulus materials, concept or mood boards, prototypes, etc that should be used within the research?*

*If so, do these need creating, or do they already exist?*

# Fieldwork

*Would any client personnel wish to attend some or all of the fieldwork?*

*Would any client personnel wish to engage or co-create propositions with participants?*

# Timings

*What key project milestones need to be achieved?*

*When is the research proposal itself needed by?*

# Budgets

*Are there any specific budgets that need to be adhered to?*

*Are you in a position to provide participants with a unique incentive for taking part in the research?*

# Debrief

*What form should the research debrief take?*

*Where will it be held?*

*Who is likely to attend?*

*What key decisions are likely to made within, or following the debrief?*

*How are the research findings ultimately likely to be used?*

# Contact Details

*Who is the primary client contact for the research study and what are their contact details?*

# Appendices

*Do attach any past studies or detailed information, rather than incorporate it within the body of the brief itself.*

**Please do contact us for additional advice on your research brief or project requirements:**

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