

Module 2 – Market Research & Business Planning

Contents of this module:

1. Understanding your Market
2. How often is Market Research Required?
3. Consumer Research
4. Consumer Buying Influences
5. Consumer Needs and wants
6. Industry Research
7. Industry Trends
8. Competitor Research
9. Channel Research
10. Industry and Environmental Research
11. Establishing a Market Research Plan
12. Design Research
13. Primary, secondary, tertiary research methods
14. Advantages/disadvantages of various research methods
15. Conducting research
16. Case study
17. Analysing, interpreting, presenting research results
18. Opportunity evaluation
19. Analysis tools: PEST, SWOT Porters, G.E./McKinsey Matrix
20. Sustainable competitive advantage
21. Product life cycle
22. Completing opportunity evaluation
23. Business planning
24. Why are business plans required?
25. How and when should they be used?
26. What does a business plan include?
27. Mission, vision statements
28. Goals: setting goals, types of goals, smart goals
29. Core business concept
30. Key success factors
31. Entry strategy factors
32. Samples: Market research questionnaire, SWOT analysis
33. Opportunity evaluation framework
34. Goal setting template
35. Market strategy plan (sample) for taking product to Japan
36. Business plan template

