**Market Research Report Template**

1. Prepare a brief report describing the findings from your market research. The report should follow the outline below and include information about:
   1. The Research Objectives
   2. The objectives of your market study
2. The Survey Design
   1. The research method you used to collect data and information
   2. The sample population studied
   3. The questionnaire or research instrument you used
3. The Findings
   1. A description of the data collection
4. A Discussion about the Findings
   1. The potential market for the new product or service
   2. The specific benefits the target market will expect from the product or service
   3. Adjustments that should be made to the prototype of the product or service prior to launch, to meet the needs of the target population
   4. A reasonable price for the product or service
   5. The place from which the product or service should be delivered
   6. The quantity of the product or service that will be needed to meet potential market demand
   7. Techniques to motivate people to use the product or service
5. Action Plan for Next Steps