



# Green UP

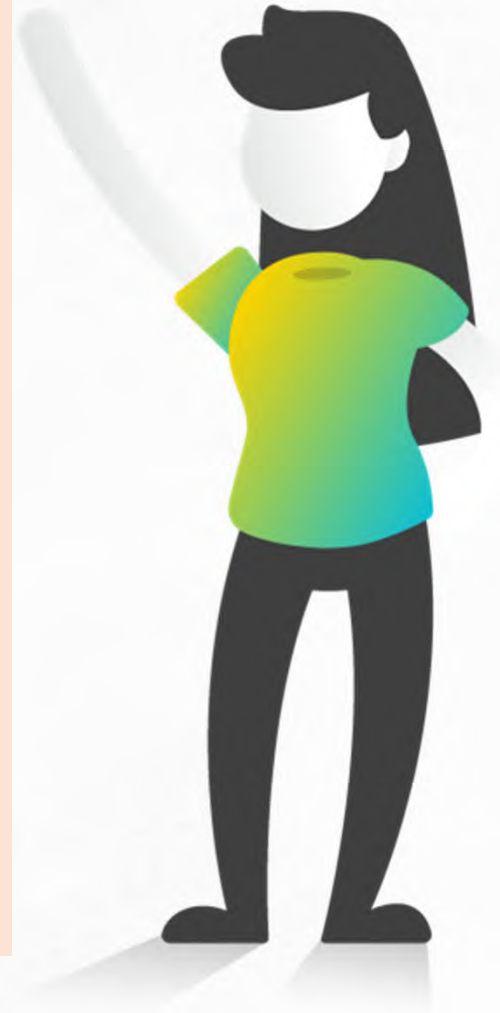
Topic 4: Basic of Entrepreneurship  
Subtopic 4.5: Conducting market research





## CONDUCTING MARKET RESEARCH CONTENTS

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# INTRODUCTION



This module will guide participants through the process of conducting market research to gather valuable insights for informed decision-making and strategic planning.

- Understand the importance of market research.
- Learn the key steps in conducting market research.



# MARKET ANALYSIS: DEFINITION

**Market analysis** is widely used as a tool to understand the market, socioeconomic context, and emerging needs.

Conducted by companies, this analytical research provides useful information to identify opportunities and risk factors.

It helps to understand the *purchasing intentions, needs, and interests of target customers and group*.

Moreover, it allows companies to gather necessary data about their upcoming products to determine which will be most popular and useful for satisfying the need for innovation.

Ultimately, the primary benefit of marketing analysis is to support managers in designing winning strategies.

The results serve as a tool in a startup's business planning process as it evolves. Analyzing the findings can help determine the viability of a business concept and identify areas for adjustment to improve performance, profitability, and attract investors.

*“Without market research, a startup is just making guesses. Listening to your prospective customers will help you align your product/service and marketing messaging to address their needs.”* **Dr. Elaine Young, Champlain College Online**

# WHAT IS A MARKET RESEARCH?



**Market research** is the process of collecting, analysing, and interpreting a broad set of information about a specific market or industry and potential target customers. The research might focus on:

- a potential product or service for the selected and identified market
- existing and/or potential customers for the product or service
- needs, purchase habits, characteristics, and location of target market
- competitors organizations working in that market
- trends within market or industry as a whole

As a business strategy, market research enables companies to make actionable decisions according to data-based findings. These measurable statistics can be gathered through a variety of methods

# BENEFITS OF MARKET RESEARCH FOR STARTUPS



*"Market research can help founders focus their energy, enthusiasm, and resources toward a specific segment and the real target audience."*

**Adrienne Wallace, Grand Valley State University**

Startups benefit from market research by:

- allowing to test the ideas and concepts behind your product or service;
- attracting investors with data showing the projected profitability of your venture;
- providing statistical evidence to potentially support your business concept or encourage to adapt it to better meet the needs of target market and consumers;
- helping to clarify exactly the type of customers;
- serve as proof to investors of the entrepreneur's commitment to improve the business according to current market conditions;
- increase startup's chances of success.

# BENEFITS OF MARKET RESEARCH FOR STARTUPS

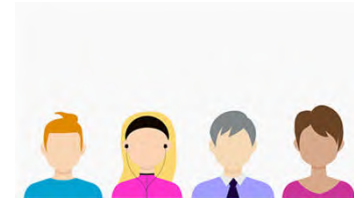


**Test the concept behind your product/service**



**Express the founder's commitment to growing the company**

**Identify your customers**



**Determine what needs to be changed before going to the market**

**Recruit investors with data-driven projections**



# TYPES OF MARKET RESEARCH



There are two types of market research used most in the business world today: **primary and secondary**. They can be used individually but often they are combined to create a broader understanding of target market.

**Primary research** refers collecting data directly from the target market. It is often achieved through the use of surveys, interviews, and focus groups. The findings provide a comprehensive understanding of customer base's needs and preferences

**Secondary research** requires examining existing data collected by third parties. Examples of potential data sources include news media, industry reports, proprietary data from other companies, academic journals, or public databases. Although targeted data is not always available, secondary research enables to gain insight and understanding about an industry overall.



# METHODS OF MARKET RESEARCH

**Quantitative market research** gathers *large numerical datasets that can be used in statistical analysis*. These results offer more accurate snapshots of industry trends and market challenges.

Common methods of collecting quantitative research data are through **surveys, questionnaires, and polls**.



**Qualitative market research** strives to *identify the reasons behind customers' buying habits, as well as their needs, wants, and overall customer satisfaction*. These results can help clarify the “why” behind your target market’s behaviors and feelings. **Focus groups, in-depth interviews, and online bulletin boards** are typical methods for conducting qualitative market research.

For more info, please watch the video:

<https://www.youtube.com/watch?v=RYmLE8UqCXU>

# HOW TO DO MARKET RESEARCH



**# 1 Identify the research purpose**

**# 2 Examining target market and competitors**

**# 3 Select a research method**

**# 4 Enrolling a research subject**

**# 5 Conduct a research**

**# 6 Analyze the results**

**# 7 Follow up with the report**

# CONCLUSION

Throughout this module, we've explored how market research serves as the compass guiding startups through uncharted waters.

By conducting thorough market research, you've learned the importance of identifying and understanding your niche within the market.

Startups thrive when they prioritize the customer. With the insights gained from market research, you're equipped to create buyer personas, understand customer behaviors, and tailor your offerings to solve their problems effectively.

The ability to present solid market research data can attract potential investors and partners. Demonstrating that your startup is grounded in real market insights adds credibility and increases the likelihood of securing support.

Through diligent research, you're better equipped to identify potential risks and challenges. This foresight enables you to develop contingency plans and adapt your strategies to minimize the impact of unforeseen obstacles.

# REFERENCES

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**THANK  
YOU!**