RESEARCH BRIEF TEMPLATE

To help us understand your research needs, kindly fill out this template. You may send the file to [info@rlrresearch.com](mailto:info@rlrresearch.com) afterwards to receive a quote.

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| SECTION | DESCRIPTION |
| Background of the Study | Please give a brief background why the company decided to conduct a market research study.  What is the current landscape and how is it affecting the business?  Is there any hypothesis to the issue at hand? |
| Research Objectives | Please enumerate the purpose of the market research study.  What particular business questions do you want to be answered by the survey? |
| Decision Criteria | Is this study to determine a go or no-go for an initiative?  Will the data be used to measure previous efforts?  Is it to get feedback / measure customer satisfaction? |
| Proposed Methodology | Quantitative (Face-to-Face / Telephone / Internet Online)  Qualitative (FGD, IDI, Ethnography, Shopper, Online option also available)  RTA / Panel / Media / Political Campaigns |
| Respondent Profile | Who do we want to talk to?  Proposed target market / Respondent Profile?  Kindly include target sample size and area breakdown (if applicable). I  f there are specific segments to be read, please indicate as well. |
| List of Information | What are the different questions we are going to ask?  Kindly enumerate (bullet points are okay) |
| Estimated Timelines | When do you want to start the study? When do you need the data? Will you avail of Full Service or only up to data collection or data tabulation?  *We can always work backwards from date data is needed.* |
| Proposed Budget | Please let us know your ballpark/working budget so we can tailor-fit it with your research needs |