Market Research

Procedure
- Define Problems
- Interview & Survey
- Source Information
- Collect Data
- Analyze Data
- Make a Report

Result
- Comparisons
- Unique Features
- Available or not?
- Profitability

Analysis
- Pricing Analysis
- Marketing Analysis
- Supply & Demand

Strategy
- Business Model
- Operating Model
- PESTLE

Purpose
- Gain Profits
- Arrest customers