Market Research Mind Map

Main Idea
- Preliminary Research
- Secondary Research

Purpose
- Prediction
- Planning
- Assessment of Strategies/Promotion
- Evaluating Marketing Mix
- Identifying Market Segments
- Identifying Consumer Needs
- Identifying Competition
- Identifying Opportunities/Gaps
- Decrease Risks and Threats

Methods
- Random Samples
  - Stratified/Segment Random Sampling
- Quota Sampling
- Cluster Sampling
- Contact or 'Snowball' Sampling
- Multi-Stage Sampling

Preliminary Research
- Observation
- Document Analysis
- Questionnaires
- User Groups
- Postal Surveys
- Telephone Surveys
- Customer Interviews
- Test Markets
- Online feedback

Secondary Research
- Internal Resources
  - Company Accounts
  - Internal Reports and Analysis
  - Stock Analysis
  - Retail Data - Membership Card etc.
- External Resources
  - Government Statistics
  - Trade Publications
  - Commercial Data
  - Media Reports
  - Household Expenditure Survey

Market
- Size
- Trends
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