

# International Market Research 2



Entrepreneurship  
and Commerce Department

## Research Project (practical situation)

- Goal definition:  
**primary(?) information collecting about something**
- Type and method definition: exploratory research;  
survey of literature;  
**focus groups;**  
**key informant survey;**  
**selected case study;**  
expert judgments (evaluation or **brainstorming**).
- Data collecting instrument developing
- Data collection
- Data processing
- Conclusion making
- Reporting

**TASK: Develop requirements  
specification for research**

## Research Project (practical situation)

- Goal definition:  
**primary information collecting about segment profile, consumer behavior, promotion (ad) methods...**
- Type and method definition: exploratory research;  
survey of literature;  
focus groups; :  
key informant survey;  
selected case study;  
expert judgments (evaluation or brainstorming).
- Data collecting instrument developing:  
**problems to discuss, questions to solve;**  
**result: answer or where to find answer.**
- Data collection
- Data processing
- Conclusion making
- Reporting

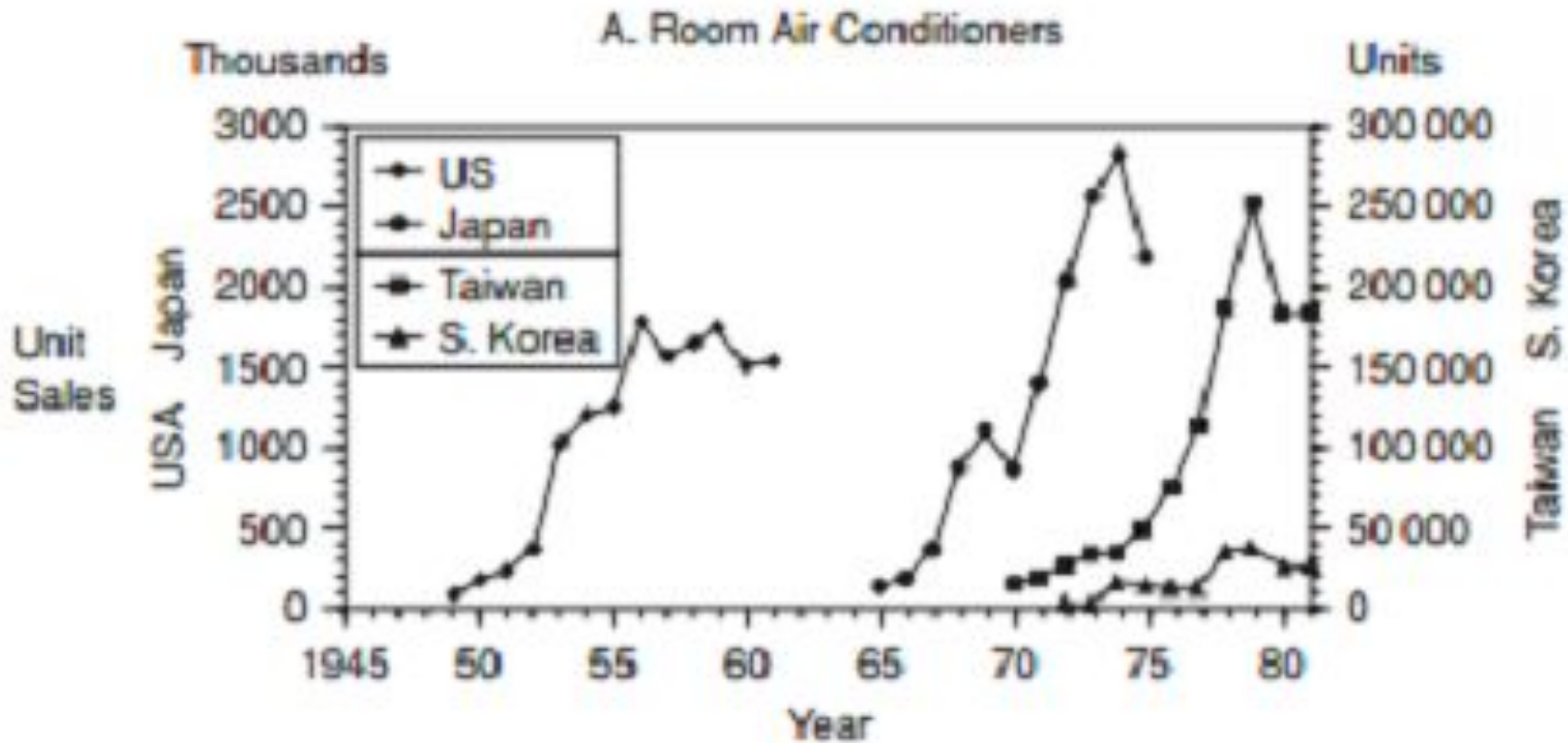
## Research Project (practical situation)

- Goal definition:  
**market size forecasting.**
- Type and method definition: **descriptive** research;  
analog to other country (lag);  
analog to the world;  
index of market potential (model of weighted parameters);  
barometric analysis (sugar consumption □ GDP);  
survey;  
mathematic methods.
- Data collecting instrument developing:  
**Internet search, Excel;**  
**result: market size forecast.**
- Data collection
- Data processing
- Conclusion making
- Reporting

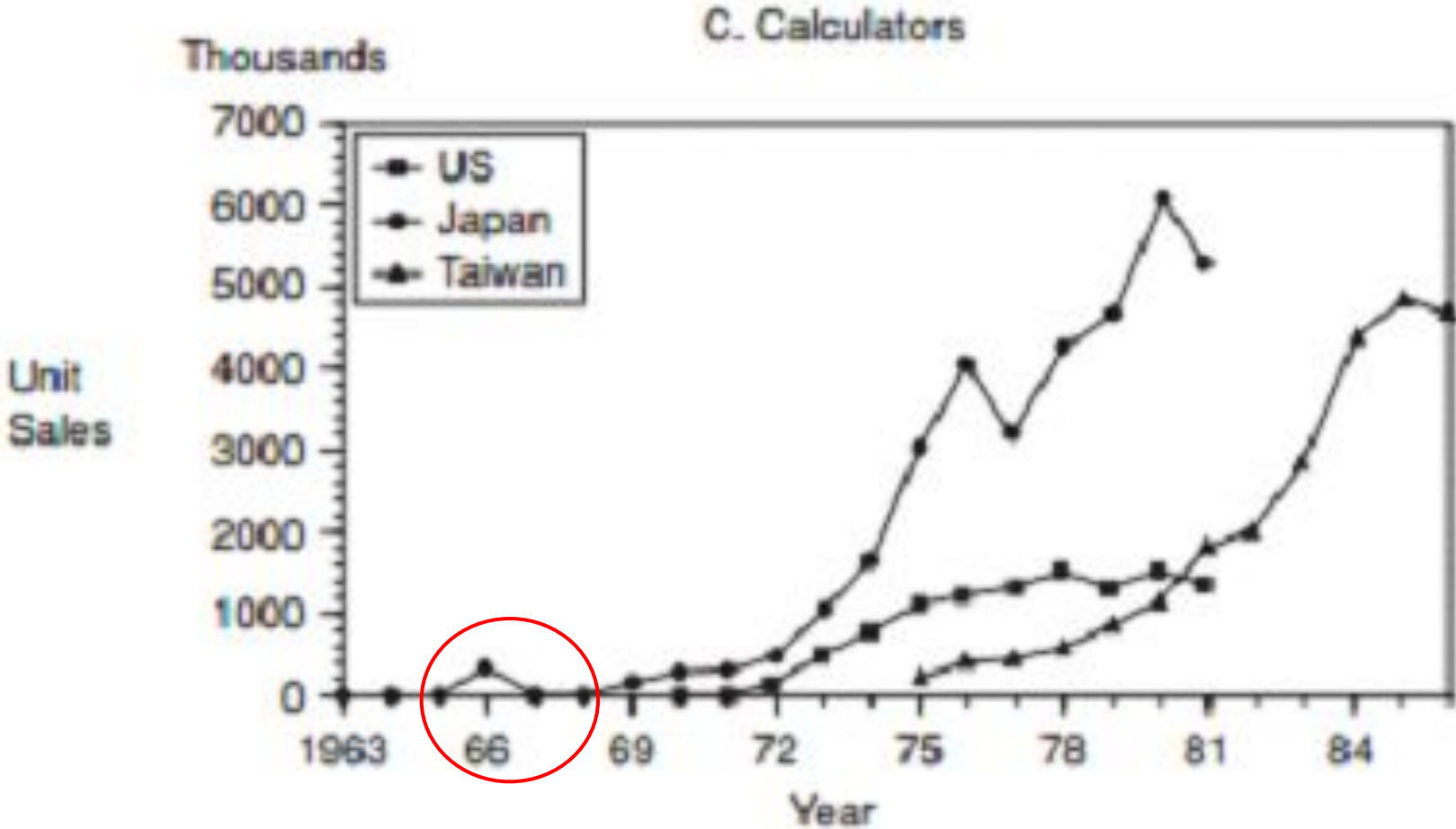
**Best start is to look at  
the graphs**

# Lead-lag Market Size Forecast

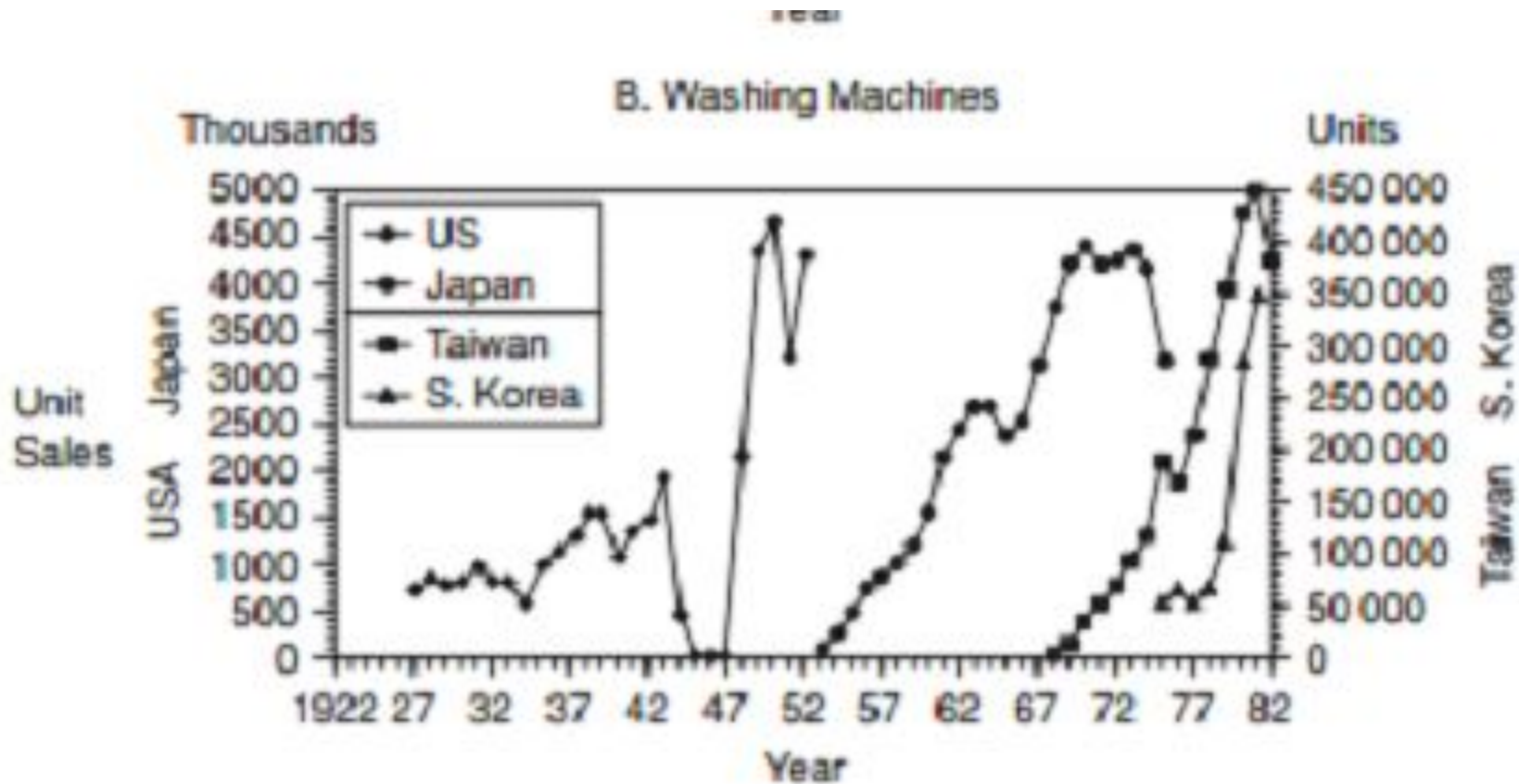
What is common? What is different? How to use?



# Lead-lag Market Size Forecast

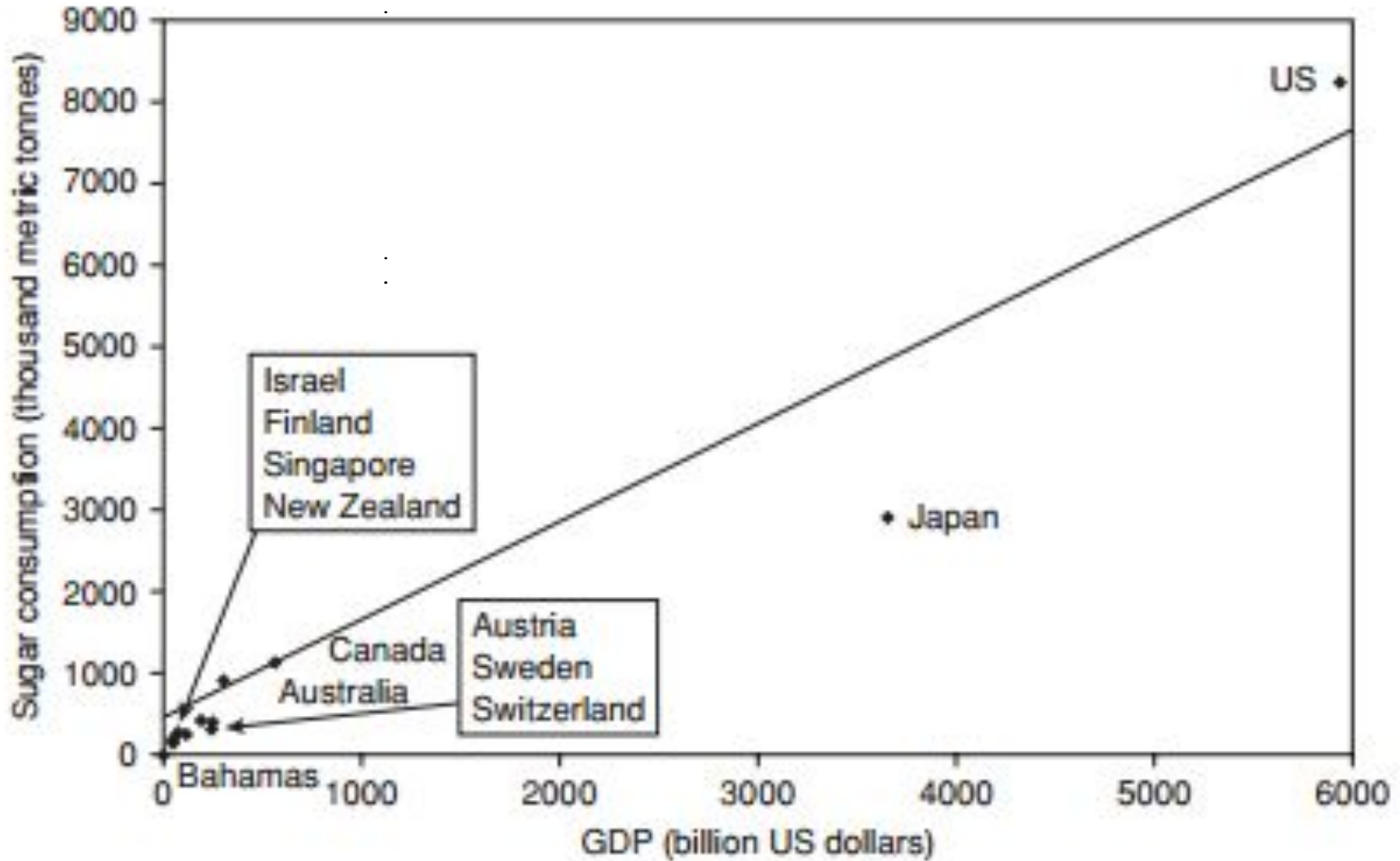


# Lead-lag Market Size Forecast



Can we use this method now?

## Barometric Market Size Forecast





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**Task: Make market forecast for your project**

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**Examples: See pictures**