

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

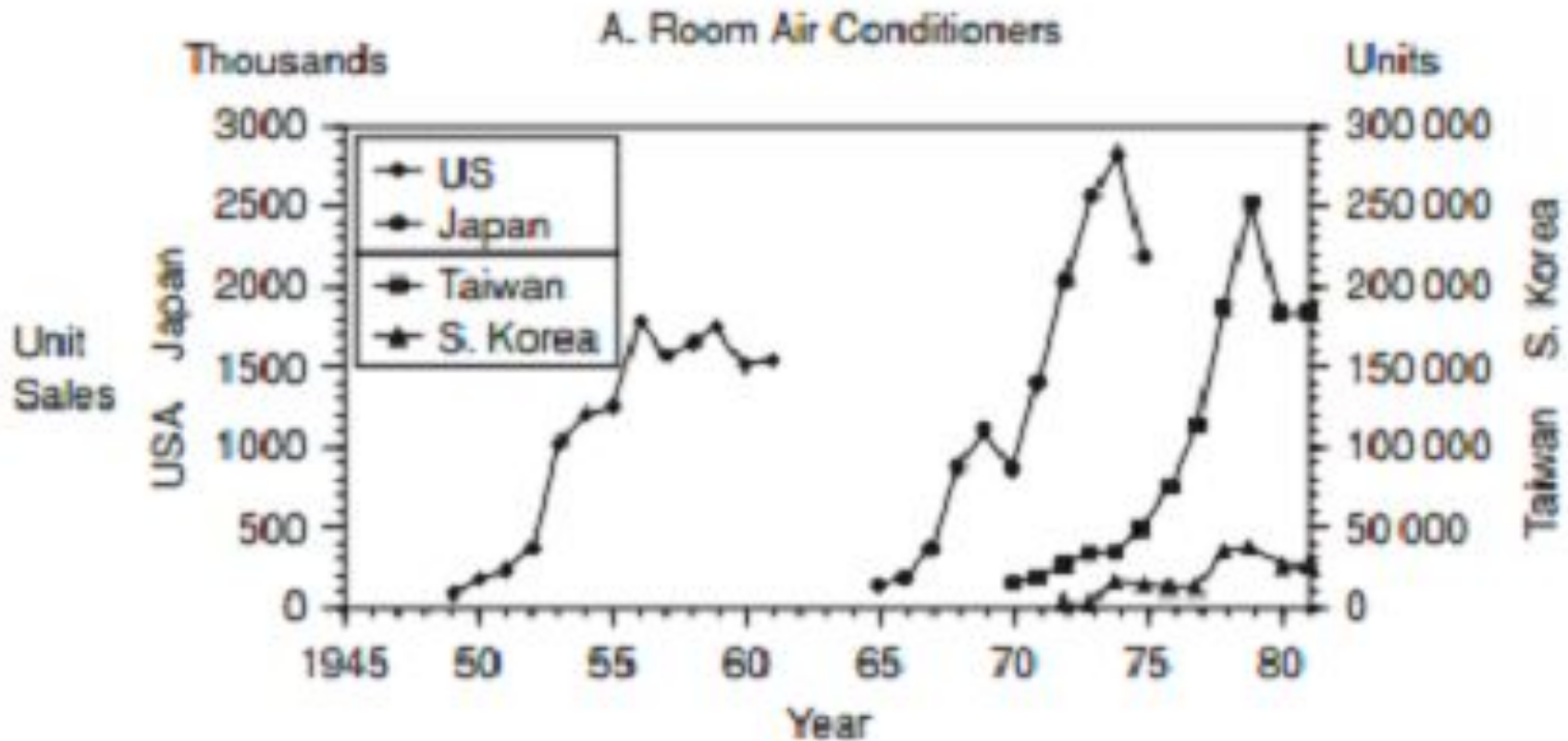
Research Project (practical situation)

- 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

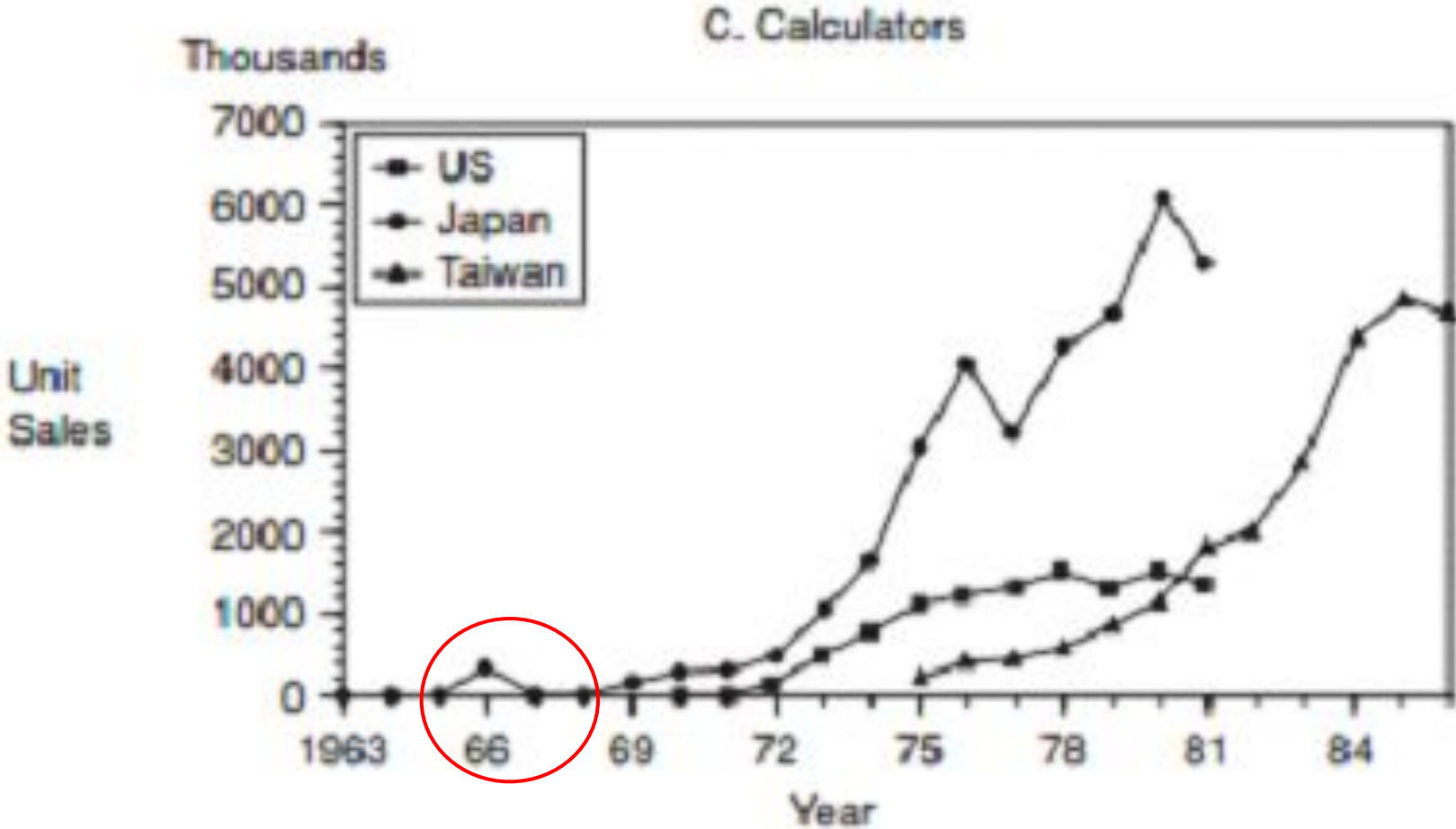
**Best start is to look at
the graphs**

Lead-lag Market Size Forecast

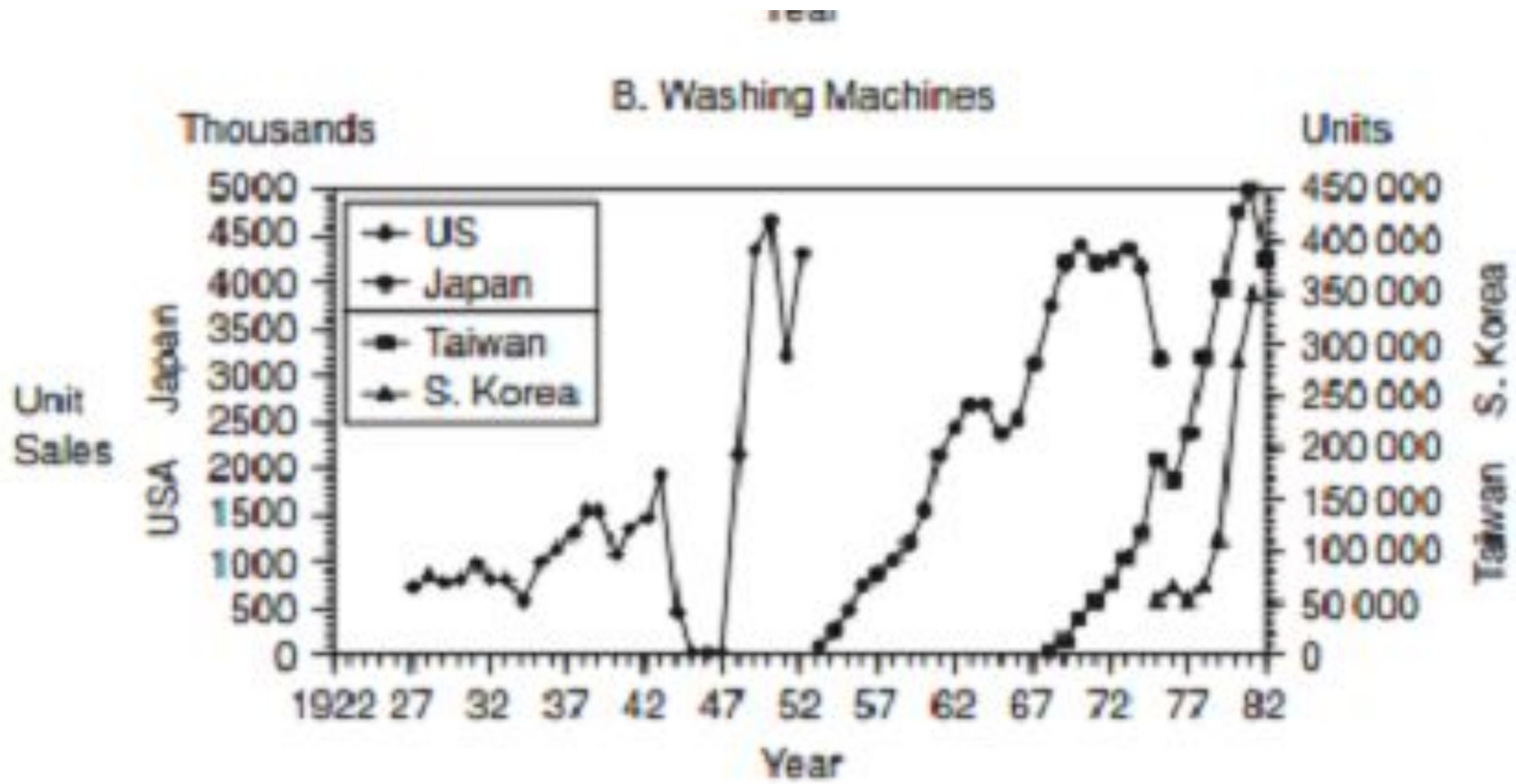
What is common? What is different? How to use?



Lead-lag Market Size Forecast

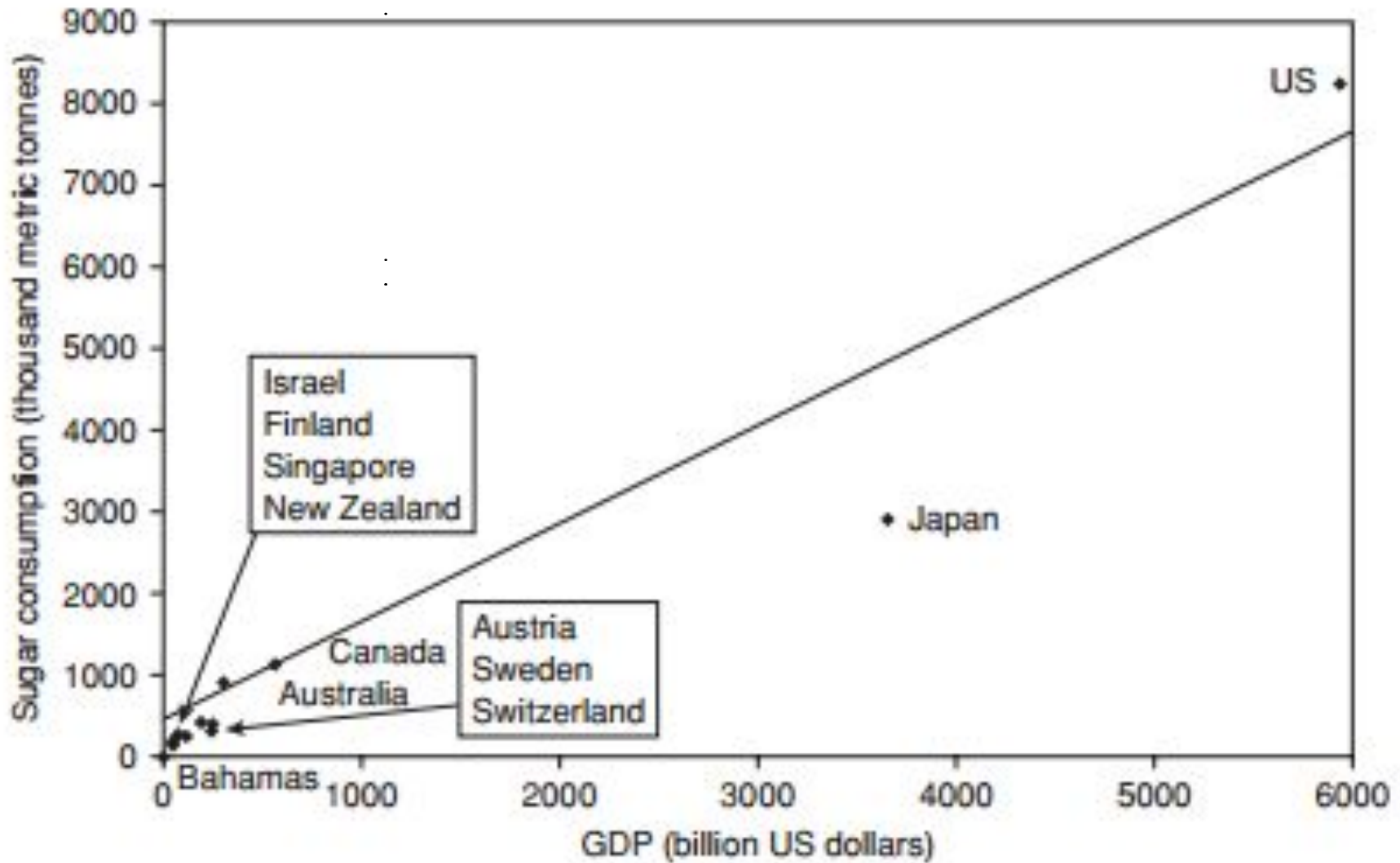


Lead-lag Market Size Forecast



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