MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

My market research brief

Lesson: Module 2 workshop: the market research brief · about 20 minutes

Write a two-page brief from your Module 2 research and finish it with decisions and a test.

Your business (name, service, main city):

1. **Write the question your research set out to answer, in one or two sentences.**

2. **Summarize who buys, your three to five strongest interview themes with counts and quotes, and your personas with the numbers behind them. Mark each with a confidence level.**

3. **Summarize your competition: where competitors cluster, the gap they leave open, and the substitute you lose to most.**

4. **Summarize timing and search demand: inquiry peaks, lead time, the months your marketing must start, client words and the direction of interest.**

5. **Write your three decisions and one test, with the number that will show whether it worked.**

6. **List the evidence gaps in your research and when you will fill each one.**

Check: can you now

- Assemble a two-page market research brief from the evidence gathered across Module 2
- Separate findings from implications and state the confidence behind each finding
- Turn the brief into three marketing decisions and one test with a clear measure

One change you will make this week