

Vip organizer [CAUsers\dmity\Desktop\MarketSurveyChecklist.vpdb]

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Category

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Category: 1. Define the Need [Market Survey]

Identify what outcomes you want to achieve by running a market survey

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Describe the goals of your market survey in terms of those outcomes

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Check if these goals can be aligned with your current business needs

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Be sure there is a sense of what is to be learned from the survey

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Think about what population will be affected by your survey

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Figure out what information you will deliver through the survey

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Category: 2. Develop Questionnaire [Market Survey]

Define variables to be measured through further analysis

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Identify question groups which are ways to measure your survey variables

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Keep wording of your questionnaire as simple, brief and balanced as possible

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Be sure each question addresses no more than one variable

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Use measurement scales to group responses into common categories

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Be sure all questions offer respondents the option of stating that they do not want to answer the question or do not know

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Category: 3. Choose Delivery Method [Market Survey]

Via Telephone - use this method to interview respondents by phone and take the advantage of a personal touch and

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Mailed Questionnaires - communicate with your respondents via (e)mail and benefit from significant cost reductions but be

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In-person Interviews - collect survey data through arranging and conducting face-to-face conversations with your

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Online Survey - collect information from your respondents through Internet or Intranet

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Category: 4. Analyze Survey Data [Market Survey]

Complete your survey and prepare the research data for further analysis

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Select a type of analysis to be used, including Descriptive, Casual and Structural

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Use the Descriptive analysis to review the research data through a range of estimates such as numbers, percentages,

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Use the Casual analysis to focus on uncovering the reasons or determinants of certain variables through hypothesis testing.

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Use the Structural analysis to build market abstractions and models based on your research data

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Category: 5. Develop a Survey Report [Market Survey]

Develop a tabular report for your survey if you primarily want to show the relationships between planned research variables

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Create an in-depth survey report for strategic planners if you want to cover all types of relevant analysis performed upon the

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Write a summary about your survey if there is a need for you to broadcast results of the survey to all individuals in your

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Design an online HTML report if you want to share results of your research with visitors of your website, including your

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Market Survey

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1. Define the Need

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2. Develop Questionnaire

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3. Choose Delivery Metho

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4. Analyze Survey Data

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5. Develop a Survey Rep

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