

an editor more difficult and in order to ease out his ^{best} the editor may simply decide to delete the last paragraph, thus, making the story

incomplete. Sometimes the editor may not even run the story if it is too long.

- * **Layout!** - The news release should be divided into short paragraphs. It should not appear cluttered. There should be adequate margins on all four sides of the page in order to provide enough white space. The written matter should be typed neatly with double spacing in order to give space to the editor to insert his comments and remarks, if any.

Steps in Market Survey Report.

1. Crater the data you have called from market research efforts. Compile Survey results, review data pulled from available sources for demographic and examine the statistics that will tell you the size of target market. Analyze the information to determine the profile of your target market.
2. Write the front matter of your report, which will include a summary of the market research process and the results you have analyzed. prepare an introduction that provides a brief overview of your business and the reason you conducted the market research.
3. List your research methods in the next section of your report. If you conducted surveys specify the number of surveys, the percentage of responses, the methods used to conduct survey, the type of people or business.

NOV 2013

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Surveyed and the questions included in the survey.

4. Create tables, graphs, or matrices showing the results of the research, include this information in the next section of your report, accompanied by a narrative explanation of the tabulated data.

10:30 Details the conclusions you have reached based on this data. The high-level summary of these conclusions will be included in your front matter.

11:30 5. Conclude your report with a section that lists recommendations based on the research results.

12:00 For example, you might have found that your target market prefers virtual communication methods, which might lead to determine that your marketing should be primarily conducted via digital technology methods such as social media and other online sites.

01:30 How to make a market survey:

02:00 Market surveys are an important part of market research that measures the feelings and preferences of customers in a given market. Varying greatly in size, design and purpose, market surveys are one of the main pieces of data that companies and organizations use in determining what products and services to offer and how to market them.

02:30 This step will teach us you the basics of how to make a market survey and offer tips for optimizing your results.

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1. Clarify the goal of your market survey! — Before starting any planning, be certain what the goal of your market survey is. What do you want to find out?

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Do you want to try to
ask how well your market
will accept a new product?

2. Determine and Define the Nature, extent, and size of your market - Before conducting a survey in a given market, you need to know what market you are targeting. Choose geographical and demographic parameters, identify customers by types of product, and get an idea of how many people there are in the market.
- Narrow your market research to a short list of desired data: buying habits, for example, or average income.
3. Determine what aspects of the market you want to investigate! - This will depend entirely on your marketing goals and there are a large variety of options here. If you have a new product, you may want to figure out how well it is recognized or desired in a given market. Alternatively, you may want to know about the specific buying habits of your market, like when and where and how much they buy.
- Also clarify what type of information you want.
4. Find out where and when you can reach customers in your market? - You might conduct a survey at the mall or on the street, via telephone, online or through the mail. Your results may change based on the time of day and year. Choose a method and time that best suits your research.
- When reaching out to customers, consider who your audience is. It can be either the exact demographic you determine earlier or just a group of your past customers.

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Things to Make

• Be sure to keep your target audience in mind, especially with online surveys if they are older, may not be accessible through online channels.

2013

NOVEMBER THURSDAY

47TH WEEK 325 DAYS

21

10:00
10:30
11:00

For example - the computer repair business might decide to interview students in person in a central location on campus or online through a commonly visited website.

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5. Determine what type of survey to use? - Surveys can be split into two different general categories: questionnaires and interviews. The only difference is who does the recording of the respondents' information.

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(a) Questionnaires can be administered either in person, through the mail or online. Interviews can be conducted in person or over the phone.

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(b) Questionnaires are effective for market research and obtaining answers to closed-ended questions, however they might be expensive to print and can limit the respondent's capacity to express their thoughts.

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(c) Interviews allow the interviewer to develop follow-up questions to explore the respondent thought more clearly, however they are more time consuming for the interviewer.

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(d) Group questionnaires can be an effective way to attain results as respondents can collaborate to come up with information responses to your questions.

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6. Consider online survey platforms. Online survey platforms offer a more effective way to organize your

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