

- **Marketing research report**: a factual message that transmits research results, vital recommendations, conclusions, and other important information to the client, who in turn bases his or her decision making on the content of the report

The Importance of the Marketing Research Report

- 1-The client bases his or her decision making on the contents of the report.
- 2-The marketing research report is the product that represents the efforts of the marketing research team, and it may be the only part of the project that the client will see.
- 3-The time and effort expended in the research process are wasted if the report does not communicate effectively.

Improving the efficiency of Report Written

- Marketing research reports are tailored to specific audiences and purposes, and you must consider both in all phases of the research process, including planning the report.
- Must consider questions such as:
 - What is your purpose?
 - Who is the audience?
 - What are your audience's interests, values, concerns?

Elements of the Marketing Research Report

A. Front Matter

1. Title Page
2. Letter of Authorization
3. Letter/Memo of Transmittal
4. Table of Contents
5. List of Illustrations
6. Abstract/Executive Summary

B. Body

1. Introduction
2. Research Objectives
3. Method
4. Results
5. Limitations
6. Conclusions or Conclusions and Recommendations

C. End Matter

1. Appendices
2. Endnotes

A-The front matter consists of all pages that precede the first page of the report.

1-The title page contains the title of the document, the organization/person(s) for whom the report was prepared, the organization/person(s) who prepared the report, and the date of submission.

2-The letter of authorization is the marketing research firm's certification to do the project and it is optional.

3- Letter/Memo of transmittal

- The letter of transmittal is used to release or deliver the document to an organization for which you are not a regular employee.
- The memo of transmittal is used to deliver the document within your own organization.

4-The table of contents helps the reader locate the information in the research report.

5-The list of illustrations helps locate tables or figures within the report.

- **Tables** are words or numbers that are arranged in rows and columns.

- **Figures** are graphs, charts, maps, pictures, and so on.

6-Abstract/executive summary: skeleton of your report.

Organizing the Written Report

ADVANCED AUTOMOTIVE CONCEPTS:
A MARKETING RESEARCH STUDY
TO DETERMINE CAR MODEL PREFERENCES
AND PROFILE MARKET SEGMENTS

Prepared for
Mr. Nick Thomas

Prepared by
Cory Rogers
CMG Research, Inc.

July, 2010

Organizing the Written Report

CMG Research, Inc.
1100 St. Louis Place
St. Louis, MO

July 21, 2010

Nick Thomas
Advanced Automotive Concepts
Anytown, USA 00000

Dear Mr. Thomas:

As you requested in your letter of authorization dated February 25, 2010, I have completed the marketing research analysis for Advanced Automotive Concepts. The results are contained in the report entitled Advanced Automotive Concepts: A Marketing Research Study to Determine Car Model Preferences and Profile Market Segments."

The complete methodology is described in the report. Standard marketing research practices were used throughout the research project. You will find that the results of the report provide the information necessary to achieve the research objectives we set out for this project. These results represent "the voice of your future consumers," and we trust you will be able to use these results to make the best decisions for Advanced Automotive Concepts.

Should you need further assistance, please do not hesitate to call me at (877) 492-2891. I enjoyed working with you on this project, and I look forward to working with you again in the future.

Sincerely,

Cory Rogers

Cory Rogers

Organizing the Written Report

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B-Body: bulk of the report, including introduction, explanation of method, discussion of results, statement of limitations, and a list of recommendations and conclusions.

1- Introduction may contain:

- A statement of the background situation leading to the problem.
- The statement of the problem.
- A summary description of how the research process was initiated.

- It should contain a statement of the general purpose of the report and also the specific objectives for the research.

2-Research objectives may be listed here or in a separate section.

3-Method describes in detail how the research was conducted, who (or what) the subjects were, and what methods were used to achieve the objectives

4-Results present the findings of the research.

5-Limitations may focus on, but not be limited to, time, money, personnel, and size of population.

6- Conclusions or conclusions and recommendations

-Conclusions are the outcomes and decisions you have reached based on your research results.

-Recommendations are suggestions for how to proceed based on the conclusions.

C-The end matter contains information that the reader may need to refer to for further reading but that is not essential to reporting the data.

- **Plagiarism** refers to presenting the work of others as your own and is a serious offense.
 - If you are in doubt, document!

Following Guidelines and Principles for the Written Report

1-Form and format

- **Headings** indicate the topic of each section.
- **Subheadings** should divide that information into segments.

2-Visuals are tables, figures, charts, diagrams, graphs, and other graphic aids.

3- Style

- Stylistic devices can make the difference in whether or not your reader gets the message as you intended it.
- **Consider the following “Tips” for the writer:**
 - 1-A good paragraph has one main idea ,and a topic that main idea.
 - 2- Avoid long paragraphs.
 - 3-Capitalize on white space.
 - 4- Use jargon sparingly.

- 5- Use strong verbs to carry the meaning of your sentences.
- 6- As a general rule, use the active voice which is direct and forceful and uses fewer words.
- 7-Eliminate extra words.
- 8-Avoid unnecessary changes in tense.
- 9-Keep the subject and verb close together.
- 10-Vary the length and structure of sentences and paragraphs.

11-Use faultless grammar.

12-Maintain 1-inch side margins.

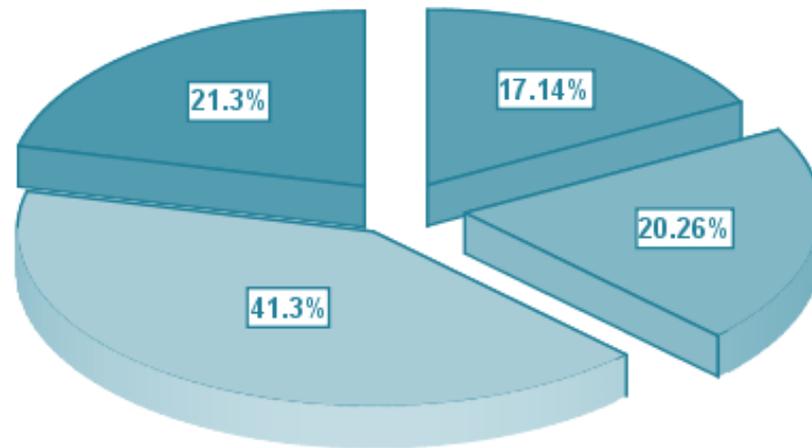
13- Follow the organization preference for double-or single-spacing.

14- Edit carefully.

15-Proofread-check it carefully to make sure every thing is correct.

Using Visuals: Tables and Figures

- Pie charts: circle divided into sections; compare a specific part of the whole to whole



- **Charts:**

- Bar charts: graphically show concepts such as frequency distribution



Presenting Your Research Orally

- The purpose of an oral presentation is to succinctly present the research information and to provide an opportunity for questions and discussion.



- **To be prepared, follow these steps:**
 - 1-Identify and analyze your audience.
 - 2-Find out the expectations your audience has for your presentation.
 - 3-Determine the key points your audience needs to hear.
 - 4-Outline the key points so you can easily refer to them.
 - 5-Present your points clearly and succinctly.

- 6-Make sure your visuals graphically and ethically portray your key points.
- 7-Practice your presentation.
- 8-Check out the room and media equipment prior to the presentation.
- 9-Arrive early.
- 10-Be positive and confident.
- 11-Practice good presentation skills (volume, enunciation, eye contact, good posture, professional dress).