

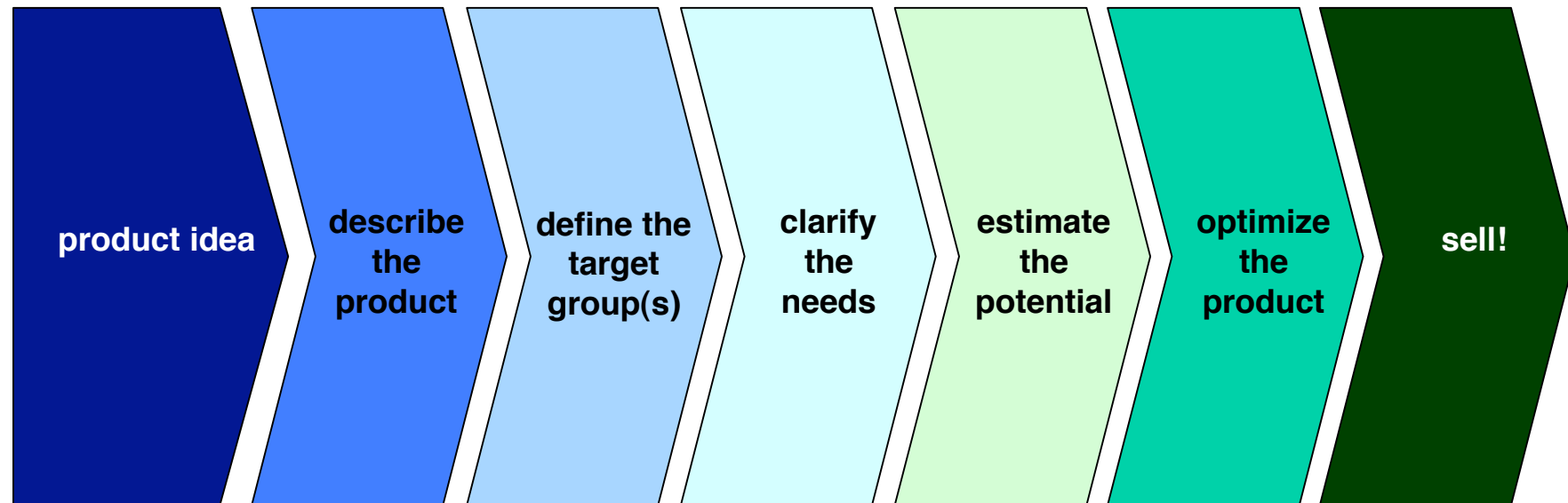


SVC DISSEMINATION

Market Research

Werner Reimann

Chain of product development



description of a product



what is my product able to do
(better than any other product...)?

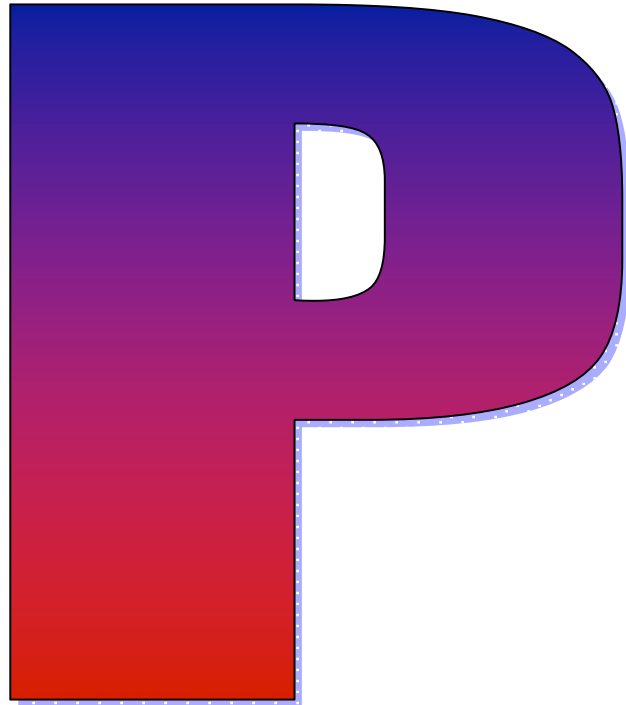


who needs my product?
↳ target group(s)
ev. segmentation



→ market research

- what:** history, product, aim
- why:** reason(s) for market research (problem)
- who:** target group
- how much:** sample size (segmentation?)
- when:** timing (start, end)
- how:** method
- ev.:** budget
kind of output



P

product

place

price

promotion