

# BRIEF CHECKLIST



## **Background**

The organisation, its product, role, share, customers, competition, environment, trends and its markets

## **Rationale/ Business Objectives**

Origin and development of research needed - Decision areas to be addressed by research

## **Research Objectives**

Definition of areas of problem/opportunity to be explored

## **Information required**

'Shopping list'

**Scope**

**Outline of possible method/ potential respondents**

**Reporting and presentational requirements**

Analysis required - Deliverables

**Timescales, Special considerations and Budget**