

## Market Research

### Due Diligence in Understanding an Overseas Market

	N/a	Know this already	Find Out
<b>1. Market Size</b>			
How big is the market?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What proportion is met from within the market?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What proportion comes from the UK?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How much do they export from within the market, including to the UK?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is the impact of e-commerce?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Market structure and segmentation</b>			
Who are the main end-users / secondary end-users?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who do they buy from?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What proportion of these are intermediaries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who are the main intermediaries (by region)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who are the main competitors (by region)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is the impact of e-commerce?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Market Research

### 3. Market Trends

	N/a	Know this already	Find Out
What is the growth trend in the market 10 years ago, 5 years ago, last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is the likely future trend and why?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What key product/service changes have taken place over the last 10 years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What indicators are there regarding demand for future changes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What changes are occurring in the economy that might influence future demand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What trends are likely to attract future entrants?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who are the main competitors (by region)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is the impact of e-commerce?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Employment
- Inflation
- Population trends
- Health trends
- Investment levels
- Credit restrictions
- Level of industrial profits
- Debt
- Social and political factors
- Export trends
- Tax changes
- Import trends
- Balance of payments
- Non-tariff barriers
- Consumer expenditure
- Savings
- Interest rates

### 4. Distribution Methods

How many intermediaries are there in the market as a whole, providing this product / service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How do competitors distribute? What is the division of the markets by:			
Size of the intermediary?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Type of intermediary?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geographical location of intermediary?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Market Research

### 5. The Products/Service

	N/a	Know this already	Find Out
How far does our product/service accord with users' idealised requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can we offer any unique attributes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What modifications might be required including the packaging?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How strong are our patents/IPR protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What local standards do we need to meet?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 6. Costs and Pricing

How do our cost structures compare with those of our competitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How do our pricing structures compare to those of our competitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When was the last price change in the market? What were the reasons?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 7. Culture

Are there any cultural characteristics which will impact on my product/service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any cultural features which will impact on my distribution decisions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any cultural features which will impact on my sales approach?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there any cultural features which will impact on my operational management approach?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>