



## Market Research

### Market Visits

There is nothing quite like visiting a market to really get an understanding and feel for the potential for your business and nowadays the advent of low-cost air travel has made market trips easier than ever before.

Field research will help you 'flesh out' the picture emerging from your desk research and plug any gaps you have. Make sure you squeeze the absolute maximum out of your visit by observing the following simple rules:

#### PREPARING FOR YOUR VISIT

1. Know exactly what you need to find and work out who might give you a reliable answer. Use the Market Research Checklist to help you.
2. Go with a clear intention to research the market and not sell or appoint a partner. If you make interesting contacts you can follow them up when you have a complete picture.
3. Set up a visit itinerary and include different people with different roles in the marketplace. These might include government officials, distributors, agents, trade associations, end-users, Chambers of Commerce etc.
4. Include an exhibition in your visit if you can, but don't rely on exhibitors as your only source of information.
5. Set out to cross-check as much information as you can.
6. Ask everyone the same questions and make notes!
7. Set time aside after you visit to review your notes and reach conclusions. Set this time aside before you go!