



**Marketing Research Proposal Template**

## Project Overview

Sample text

## Research Objectives

Sample text

**1**

**Goal 1**

Sample text

**Goal 2**

**2**

Sample text

**Goal 3**

**3**

Sample text

**4**

**Goal 4**



|  |  |  |  |
| --- | --- | --- | --- |
| Focused Area | Planned Metrics | Research Method | Expected Outcome |
| Customer Satisfaction |  |  |  |
| Product Positioning |  |  |  |
| Advertising Effectiveness |  |  |  |
| Brand Awareness |  |  |  |

## Research with solid fillProposed Research Areas

## Timeline

**Project 1**

Research Design

Data Collection

Analysis

Report Preparation

**Project 2**

Research Design

Data Collection

Analysis

Report Preparation

**Week 1**

**Week 2**

**Week 3**

**Week 4**

**Week 5**

## Budget

|  |  |  |
| --- | --- | --- |
| Service | Description | Anticipated Cost |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
| **Total Cost** |  | **$** |

## Next Steps

**Proposal Review:** Please review the proposal and provide feedback or approval within 7 days.

**Kick-off Meeting:** Schedule a kick-off meeting and follow up with a meeting agenda.

**Start Date:** The project will commerce on [Date].

|  |
| --- |
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