YOUR  
LOGO

**COMPANY NAME**

MARKET-RESEARCH PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to conduct market research for your business. We deliver actionable insights through a combination of data analysis, customer feedback, and competitive intelligence.  
  
This proposal outlines our market-research approach tailored to [Client Name]'s business goals.

# Project Objectives

The primary goals are:  
  
- Understand market demand, customer behavior, and emerging trends  
- Identify competitor strengths and gaps  
- Validate business or product opportunities  
- Inform strategic decision-making with reliable data

# Proposed Services

Our market-research services include:  
  
- Research design and stakeholder consultation  
- Primary research (surveys, interviews, focus groups)  
- Secondary research (industry reports, public databases, competitive reviews)  
- Data analysis and visualization  
- Research findings report and strategic recommendations

# Scope of Work

Scope includes:  
  
- Kick-off meeting and objective definition  
- Questionnaire design or discussion guide creation  
- Data collection and processing  
- Research synthesis and insight development  
- Final reporting and optional presentation

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Design | Define objectives and research methodology | [Start Date] |
| Data Collection | Conduct surveys, interviews, and secondary research | [Date] |
| Analysis & Synthesis | Interpret findings and extract insights | [Date] |
| Final Reporting | Deliver report and recommendations | [Completion Date] |

# Pricing

Estimated cost breakdown for market-research services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Research Design | Consultation and instrument development | [Amount] |
| Primary Research | Surveys, interviews, focus groups | [Amount] |
| Secondary Research | Market analysis and competitive review | [Amount] |
| Report & Recommendations | Insight development and delivery | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a research and insights firm helping clients uncover opportunities and drive growth through evidence-based strategy.  
  
- Experience: [X] years delivering B2B and B2C market studies  
- Expertise: Consumer behavior, brand perception, market sizing, segmentation  
- Mission: To equip businesses with knowledge that drives smarter decisions

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Market validation for a new SaaS product  
- Outcome: Identified core buyer persona and market demand, shaping go-to-market strategy  
  
Testimonial:  
“[Your Company Name] gave us clarity on where to focus and confidence in our launch strategy. Their work was professional, thorough, and insightful.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon delivery of final report.  
Service Scope: Includes research planning, data collection, analysis, and reporting.  
Client Responsibilities: Provide access to stakeholders, approve research tools, and assist with outreach if needed.  
Adjustments: Changes in scope or schedule must be mutually agreed in writing.

# Acceptance

To approve this market-research proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_