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MARKETING RESEARCH | 3 1 - MARKET DESCRIPTION

SURVEYS: Determine the size and relative market share of the market. Provide key information about market growth, competitive positioning and share of market. 2- MARKET PROFILING-SEGMENTATION SURVEYS: Identify customers and non-customers, and why they are or are not your customers. Often a

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– February, 2015 Innovation and product innovation, Page 2
INTRODUCTION Innovation leads to a process of change in organizations and its market offerings, and is a key weapon that marketing strategists use to win customers and markets, through the

Innovation and product innovation in marketing strategy
Criteria for using observation as a market research technique. Observation is an appropriate methodology for conducting market research when at least one of the following four criteria is met: 1 the phenomenon under investigation is easily observable; 2 the phenomenon under investigation is a social process or a mass activity;

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