

## BARTON CARLYLE RESOURCES

### Top Tips #4 Market Research

#### How best to undertake market research projects for great internationalization

Market research is an essential resource for confident strategic business and marketing planning. It should inform decision making and offer creative insight. Effective international market development requires relevant market data and secondary research, and often dedicated primary market research. Here are some top tips when you want to consider engaging a market research project.

1. **Start with the strategic plan.** What are the institution's goals? Where does the institution see itself in the short, medium and long term? Effective market research has this understanding embedded from the start. Evidence gained from market research helps build strategy and reduce risk.
2. **Have a market research plan.** External market research is not inexpensive and budgeting for future needs is critical. A project which has a clear relationship to the overall strategy enables market research to be timely, cost effective and guide decision making.
3. **Use your resource on the most important thing.** Typically, you'll want your greatest market research effort to provide an evidence base which supports critical decisions like whether to enter (or exit) a market, open an office in a market or launch a new program portfolio.
4. **Include ongoing market scanning in your regular work.** You will be most effective when you can support a project with information you have already gathered from your ongoing scanning and gathering of market information, and you can use this to inform your project brief.
5. **Define your project carefully.** Define the key questions, and identify the potential actions and changes the research findings will influence.
6. **Secondary desk research should be the first step and in some cases is enough.** There is a wealth of data and information out there and within institutions. Some swift and informed desk research can often unearth a wealth of good information.
7. **When you want to undertake primary research** consider if a market research professional/agency is required. Managing primary research is a specialist role and often best delivered by an external agency/individual. Typically the project can be delivered more cost-effectively by engaging a professional. Ensuring that the project stays on brief and that the agency has the information they need (when they need it) is critical.
8. **Don't forget to engage valuable internal resources.** Staff are sometimes accidental keepers of very interesting market intelligence and insight, and gathering and understanding this is an essential part of the research project.
9. **Using permissible data in the right way.** The UK's Market Research Society provides a Code of Conduct and agencies who are Company Partner Accredited have this as a badge of credibility, fairness and transparency. ESOMAR provides Codes and Guidelines for agencies globally.
10. **Beware the desire for quantification when you really want to understand why.** With exciting developments in online research, it is possible to embed qualitative elements in quantitative questionnaires. However, if you want to better understand the depth of thought around a past, existing or future behaviour then qualitative is the way to go. Budget permitting, a mixed design fieldwork would be the ideal where both depth and scale are required. Clearly defining your research objectives and where best to utilize professional help is critical.

#### Check out these extra resources:

The Market Research Society, Research Buyers Guide [https://www.mrs.org.uk/intelligence/research\\_buyers\\_guide](https://www.mrs.org.uk/intelligence/research_buyers_guide)  
The Market Research Society Code of Conduct [https://www.mrs.org.uk/standards/code\\_of\\_conduct/](https://www.mrs.org.uk/standards/code_of_conduct/)  
ESOMAR: Organisation which encourages, advances and elevates market research worldwide. This includes a Directory of Research Organisations and Codes and Guidelines. <https://www.esomar.org/>

**Barton Carlyle consults regularly on achieving success in internationalization, including how best to manage market research to support internationalization goals, and conducts workshops on the topic worldwide. Contact us to see how we could support you: Email [pamela@bartoncarlyle.com](mailto:pamela@bartoncarlyle.com)**