

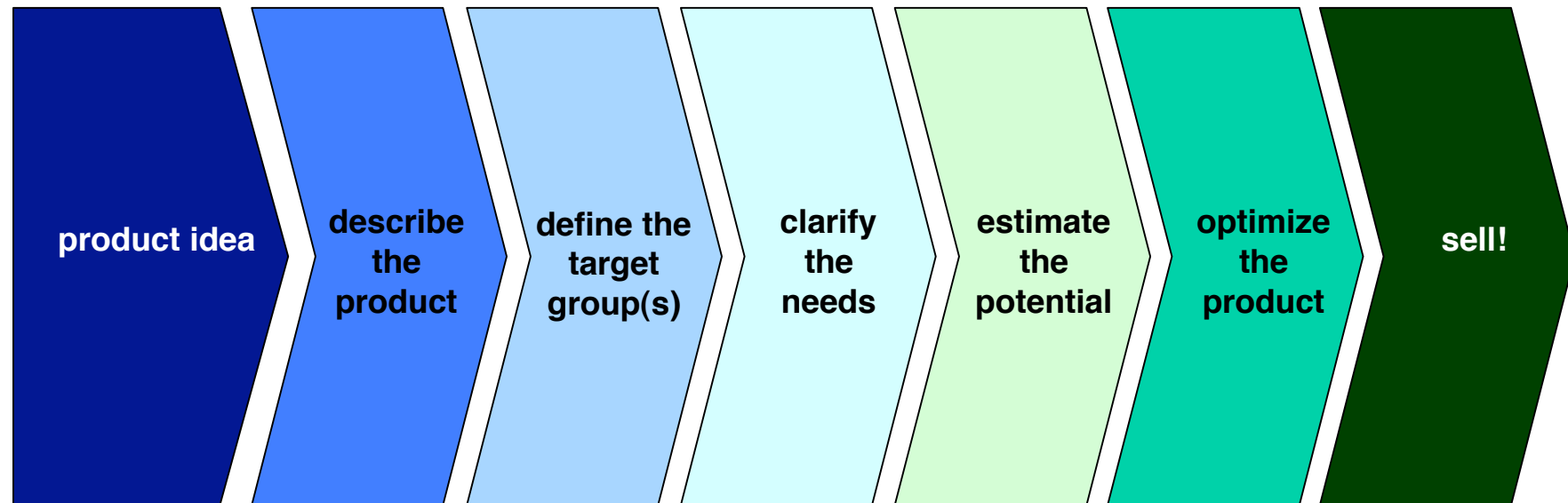


# SVC DISSEMINATION

## Market Research

Werner Reimann

# Chain of product development



# description of a product



what is my product able to do  
(better than any other product...)?

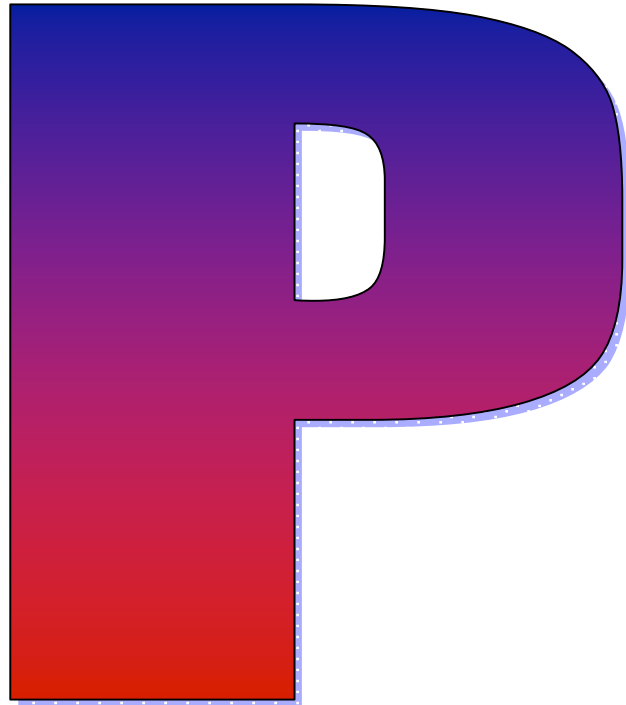


who needs my product?  
↳ target group(s)  
ev. segmentation



# → market research

- what:** history, product, aim
- why:** reason(s) for market research (problem)
- who:** target group
- how much:** sample size (segmentation?)
- when:** timing (start, end)
- how:** method
- ev.:** budget  
kind of output



P

product

place

price

promotion