

Market Research Project Proposal

1. Project Title

2. Prepared By

3. Date

4. Background & Objectives

4.1 Background

4.2 Research Objectives

5. Research Questions

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6. Research Methodology

6.1 Approach

6.2 Target Audience

6.3 Sample Size

6.4 Data Collection Methods

7. Timeline

Phase	Duration	Description

8. Deliverables

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9. Budget Estimate

Item	Cost

10. Approval

Name	Title	Date	Signature

