**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship – Marketing Research Project Proposal**

1. **Identify the Problem** you are researching.

* State the problem you will be presenting to your classmates.

2. **Determine a Research Approach** you will use.

* + How will you present this statement to your 25 recipients?

Reminder:

You are required to have 90 percent participation in your study. Since you are required to include 25 participants, this would be 23 people. If you don’t have 23 people reply, you will have to send your survey out again to receive the appropriate results or be docked final project points.

Suggestions to receive better and easier results:

* + Send your survey to adults only.
  + Include a blanket statement as to *why* you are doing this survey.
    - For example:

“*My entrepreneurship class is doing a brief market research study. I wondered if you would kindly answer the enclosed question and participate in the study. Your participation is greatly appreciated.”*