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

**Entrepreneurship – Marketing Research Project Proposal**

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

* State the problem you will be presenting to your classmates.
* You will also have to do some research on the history of this problem on both topics. You will need to share this research with your classmates.

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

* + Survey, observation, experiment.
  + How will you present this statement to your 25 recipients?

3. **Design the Research Instrument** you will use.

* MS Forms, or other?
* You must have at least **25** people involved in your study.

4. **Collect** your **Data**

* Implement your study.
* Follow-up to be sure you are obtaining results.
* If you don’t receive results re-send it.

5. **Analyze Results**

* Look at your results.
* Make sure 90 percent have responded (23 people at least).

6. **Communicate Results**

* Put your results in your presentation.
* Your presentation must contain all required information & be grammatically correct and error free.
* Share with your classmates on the assigned date.

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.”*