

## **BA396 – Fundamentals of Marketing Research**

### **Project Component #1: Determining the Product-Market Hierarchy**

This component is concerned with evaluating the type and extent of competition with your product at various levels in the marketplace. Your team should prepare a short report (2-4 pages) summarizing your product, illustrating - by diagram - the hierarchy thought to be appropriate, and discussing the nature of competition at each level in your hierarchy.

Before selecting a product, please look at all Project Components to understand what analysis is required and what data may or may not be available.

- I. Selection & Description of Product
  - A. Reasons for company requesting the Market Opportunity Analysis (MOA)
    - 1. Market decisions effected
  - B. Reasons the product/service was selected for analysis
  - C. Description of product
  - D. Description of product benefits from the customer's viewpoint
  
- II. Description of Market Hierarchy
  - A. Appropriate number of levels
  - B. Hierarchical diagram
  - C. Discussion of generic class level
    - 1. characteristics and benefits
    - 2. competition with other generic classes
  - D. Discussion of product-type level
    - 1. characteristics and benefits
    - 2. competitive/complementary relationships (brief discussion of the competitive and complementary nature at the product-type level).
  - E. Discussion of brand level
    - 1. characteristics and benefits
    - 2. competition among brands

## **Project Component 2: Market Overview**

This component will describe likely target market options and corresponding requirements of customers in markets. Applying an approach presented in class, the report will describe the area and population, examine general characteristics of the generic class market, identify which market groups are best prospects for your product type and why, and suggest what factors influence their demand. Finally, logically derived marketing strategy and tactical decisions will show how you believe the market can best be reached. The report should use the following outline:

### **I. Introduction**

- A. Name of company and product for which MOA is being conducted.
- B. Geographic area and time restrictions on MOA.
- C. Rationale for restrictions cited in B:

### **II. Oregon Population Profile**

- A. Size and growth.
- B. Demographic composition and changes.
- C. Population dispersion and changes.
- D. Other relevant characteristics of population and/or area.

### **III. Market Profile**

- A. Demographic/socioeconomic characteristics of customers at the Generic Class level.
- B. Demographic/socioeconomic characteristics of customers at the Specific Product/Service level.
- C. Behavioral/Psychological characteristics of customers at the specific Product/Service level.
- D. Consumer decision process.
- E. Uncontrollable demand factors (identification, discussion and projections).

### **IV. Marketing Decision Recommendations Supported by the Profiles**

- A. Potential market segments.
- B. Market target recommendations.
- C. Marketing objective recommendations and refinements.
- D. Marketing mix recommendations.