# Market Research Brief

Turn a broad idea into clear research questions and outputs.

## Scope

What product, sector, customer segment and geography are in scope?

What decision will the research support, and by when?

## Questions

Which demand, competitor, price, channel and delivery assumptions need checking?

What evidence would change your decision? What sources are acceptable?

## Outputs

Agree the format, source references, timing and limitations before starting.

List the open questions that need local interviews or independent verification.

Planning and discussion aid. Confirm requirements for your project before acting. Prepared 13 November 2026.