



The First Step – Briefing

What can the market researcher do for you?

What is your decision problem? What information do you need?

Based on our wealth of experience, we offer comprehensive advice to help you with such considerations.

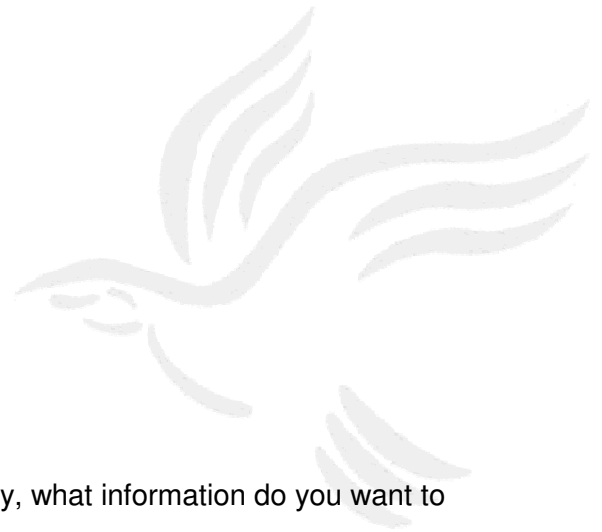
Your briefing can take place over the telephone, by email, fax or letter, though for complex topics or simply to get to know us better, we recommend a personal meeting. Along with our quotes, these preliminary talks are non-binding and free of charge. Regardless of whether you decide to work with us, all information provided is dealt with strict confidentiality.

By the time of commissioning, the following points should be clearly established:

A) Initial Situation

The initial situation should be described as honestly and detailed as possible in order to enable us to better assess the need for information and the problem to be confronted.

1. Market situation, market share, position of company and competition, motto: "The Story So Far"
2. What is the decision situation – which goals or measures are involved?
3. What information is required (market research aim)



B) Topic Catalogue

1. Which questions/topics should be dealt with in the study, what information do you want to receive from the process?
2. Are any company materials to be used in the test (i.e. products, advertisements)?
3. Has a study into this problem already been carried out?
4. Should comparisons with other studies (i.e. international studies or time comparisons) be possible?

C) Study design

1. Who is the target group for the study, and what is its geographical catchment area?
2. What information about the target group is already available (addresses, common traits)?
3. How many interviews (i.e. which sample size) is suitable? We recommend a variant and are also happy to calculate a minimum/maximum variants.
4. Which survey method (face-to-face, telephone, written)? We suggest suitable method(s) and explain the pros and cons of each.

D) Additional Considerations

1. Timing (concerning delivery of survey material, results)
2. Required report format (number of reports, scope: tables/diagrams/written interpretations, data files, spoken presentation)
3. Control requirements / possibility to take part in interviewer briefing
4. Client and institute contact persons
5. Price and payment conditions – with rules concerning unforeseen events, if applicable.