

# The Market Research Report Template

## INTRODUCTION

Agencies must document their market research findings in a manner adequate to support their acquisition decisions. Information gathered by the market research team members may be critical to final determinations of industry capabilities; industry practices; available technologies; market trends; standard terms and conditions; competitive market forces; and availability of products or services. Documenting your market research results enables the sharing of information, eliminates or minimizes duplication of effort, facilitates organization of research results, preserves the record, maintains an official file, and provides the basis for the commerciality decision.

Gathering market research data is important, but arranging it in a manner that makes your analysis efficient and effective is just as important. FAR 10.0002(e) states we have to document our efforts – but it doesn't tell us how. Described below are suggested topics to help in documenting your market research efforts. This template is a guide to some key areas that should be considered in your market research report and to assist in developing the market research portion of your Acquisition Strategy Panel.

## MARKET RESEARCH REPORT

### Product or Service Needed:

Clearly state the what is needed

### Purpose of the Product or Service

What is this product or service to be used for?

### 1. Performance Requirements

What performance requirement s must the product or service meet?

### 2. Supplier Requirements

What requirement s must the supplier meet?

### 3. Scheduling Requirements

Are there any scheduling requirements to consider?

### 4. Distribution Requirements

Are there distribution needs to be accounted for?

### 5. Geographic Issues

Are there any geographic or location limitations / issues?

### 6. Background Information:

- Describe the background of the procurement, circumstances/events leading up to the requirement.
- Any pertinent information that may be appropriate.

### 7. Information Relative to Agency Requirements:

# Market Research Report Structure

**Guillaume Favre**

A red circular graphic with a gradient, appearing as a semi-circle or a partial circle, located to the right of the author's name.

## **Market Research Report Structure:**

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