

## Market Research Training Module



### Content

Market research is a critical tool for entrepreneurs in developing business strategies. This module guides entrepreneurs in understanding the market, determining the target group, conducting competitive analysis, and creating marketing strategies. Market research is of great importance not only in analysing the current situation, but also in predicting future opportunities and minimizing risks.

Potential and existing entrepreneurs should collect the right information and analyse this information to make business management decisions to be sustainably successful in the business world. The Market Research Training Module aims to support entrepreneurs in finding the right market for their products or services and developing strategies that will ensure their sustainability in this market. This module clearly explains the differences between marketing and market research, while providing entrepreneurs with the ability to apply this process in their own businesses.

We, as German Sparkassenstiftung, prepared the Market Research Training Module, which emphasizes the importance of market information and analysis processes for potential and existing entrepreneurs to overcome the difficulties they face and for their businesses to be sustainable.

The training module analyses the concepts of market information and segmentation, basic market analysis processes such as target group, competition, pricing and promotion strategies, the steps of market research processes in line with business goals, and concepts such as distribution channels. Thus, it aims to teach entrepreneurs how to evaluate the market to make the right strategic decisions.

During the face-to-face training, all related topics are supported by practical case studies.

The Social Entrepreneurship Training Module is given by experienced trainers who are experts in their fields.

**Face to Face Training Duration: 1 Day**

**Online Training Duration: 2.5 Hours**

The module consists of 7 sections:

- Section 1. Market Knowledge**
- Section 2. Market Research**
- Section 3. Stages of Market Research**
- Section 4. Digital Applications in Market Research**
- Section 5. Market Research Topics**
- Section 6. Market Research Strategy**
- Section 7. Applications**