

Market research Report



Prepared for:

By:

On:

1. Summary of import/export opportunity

2. Purpose of report

3. Objectives

4. Existing knowledge

5. Cost projections

Outset costs:

Company set-up	R
Import export license	R
Permits and registrations	R
Samples	R
Market research	R
Equipment	R
Branding	R
Legal expenses	R
Total	R
Ongoing landed cost of product per unit	R
Projected profit per unit	R
Projected monthly unit sales	R
Profits from sales	R
Monthly running costs	R
Selling price per unit	R
Lowest competitor price	R
Highest competitor price	R
Average competitor price	R

6. Expected outcomes

7. Target group

8. Data collection and methodology

9. Data analysis

10. Result

11. Identified limitations and caveats

12. Conclusions and recommendations

13. Further outcomes