



Created by RHONDA ABRAMS

Excerpted from **Successful Business Research: Straight to the Numbers You Need—Fast!**

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DEFINE YOUR RESEARCH GOALS

WORKSHEET: Research Goals

There's a lot of information out there, but that doesn't mean that every bit of data you'll find is data you need. Moreover, as you do your research, you'll often discover that one resource or piece of data can lead to many other links and sources. This can be a terrific way to find what you're looking for—or it can take your time and attention away from the task at hand.

To keep focused and save time, the best way to start the research process is to be very clear about exactly what you're looking for.

- What is the broad primary question you want your research to answer?

- What are the more specific questions that will help you answer the primary question?

- How do you plan to use the information you find? (In a business plan? Research paper? Presentation?)



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- What kind of information do you need to answer your questions? (Qualitative, such as analysts' insights about trends, or quantitative, such as sales figures, industry or target market growth rates?)

- What geographic region do you plan to cover?

- What other key factors do you need to keep in mind during your research process? (Specific concerns of investors, professor's course requirements, and so on.)
