MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

MARKET RESEARCH, EVALUATION & ANALYSIS

"Turning Data into Actionable Insights to Drive Smarter Marketing and Business Decisions"

Schedule

Date	Venue	Fees (Face-to-Face)
25 – 27 Feb 2026	Kuala Lumpur, Malaysia	USD 2495 per delegate
03 – 05 Mar 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an increasingly competitive and data-driven business landscape, understanding your market is not optional—it's essential. Market research helps organizations identify customer needs, forecast demand, benchmark competitors, and make strategic decisions with confidence. Whether launching a product, entering a new market, or refining marketing strategy, research and analysis are the foundation.

This 3-day training program equips participants with the tools and techniques to design, conduct, and interpret market research effectively. The course blends strategic frameworks with hands-on data analysis to ensure participants can turn information into insight—and insight into action.

Objectives

By the end of this course, participants will be able to:

- Understand the purpose, types, and processes of market research
- Design and implement effective qualitative and quantitative research studies
- Collect, evaluate, and interpret primary and secondary data
- Apply statistical and analytical tools to generate actionable insights
- Translate research findings into strategic recommendations

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Why Attend

- Gain confidence in commissioning and interpreting market research
- Learn how to design surveys, conduct focus groups, and analyze trends
- Improve marketing, product, and strategic decisions with real data
- Avoid costly assumptions by using tested research techniques
- Strengthen your ability to communicate findings clearly and persuasively

Target Audience

This program is designed for:

- Marketing, brand, and product managers
- Business development and strategy professionals
- Market analysts and research officers
- Customer experience and innovation leads
- Entrepreneurs and decision-makers needing market insights

Individual Benefits

Key competencies that will be developed include:

- Ability to design and manage end-to-end research projects
- Enhanced skill in segmenting markets and identifying customer needs
- Proficiency in using data to support business cases and plans
- Familiarity with tools like SPSS, Excel, and survey platforms
- Improved ability to present data-driven insights to stakeholders

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better-informed strategic and operational decisions
- More targeted and effective marketing campaigns
- Increased customer understanding and market responsiveness
- Stronger product-market fit and reduced go-to-market risk
- Enhanced internal alignment through evidence-based planning

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Research objectives, methods, and best practices
- Case Studies – Examples of research-driven decisions from industry
- Workshops – Designing questionnaires, coding responses, and analyzing data
- Peer Exchange – Sharing research challenges and solutions
- Tools – Survey templates, SWOT frameworks, market sizing models

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Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format**: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Market Research Fundamentals

- Module 1: Introduction to Market Research (07:30 – 09:30) • Purpose and scope of market research • Types of research: exploratory, descriptive, causal • Setting research objectives
- Module 2: Research Design and Methodology (09:45 – 11:15) • Qualitative vs. quantitative approaches • Sampling techniques and bias control • Secondary data sources
- Module 3: Questionnaire and Survey Design (11:30 – 01:00) • Question types and scaling techniques • Common pitfalls in survey design • Survey tools and platforms
- Module 4: Workshop – Design a Survey Instrument (02:00 – 03:30) • Teams create a short, targeted survey

Day 2: Data Collection and Analysis

- Module 1: Data Collection and Quality Control (07:30 – 09:30) • Fieldwork planning and supervision • Online vs. face-to-face methods • Ensuring response accuracy
- Module 2: Qualitative Research Techniques (09:45 – 11:15) • Conducting interviews and focus groups • Thematic coding and content analysis • Case study: interpreting focus group data
- Module 3: Quantitative Analysis Tools (11:30 – 01:00) • Descriptive statistics and cross-tabulation • Basic inferential analysis: t-tests, chi-square • Using Excel and basic statistical tools
- Module 4: Workshop – Analyze a Research Dataset (02:00 – 03:30) • Hands-on exercise with survey data

Day 3: Insight Generation and Communication

- Module 1: Turning Data into Insights (07:30 – 09:30) • Identifying patterns and trends • Segmentation and persona development • Market sizing and opportunity analysis
- Module 2: Presenting Research Findings (09:45 – 11:15) • Structuring a research report • Visualizing data for clarity • Telling a compelling insight-driven story
- Module 3: Applying Research to Strategy (11:30 – 01:00) • Linking research to business questions • Supporting go-to-market, pricing, and positioning • Anticipating market changes
- Module 4: Final Workshop – Market Research Brief & Presentation (02:00 – 03:30) • Teams present findings and business recommendations

Certification

Participants will receive a Certificate of Completion in Market Research, Evaluation & Analysis, validating their ability to design, conduct, and interpret research that informs strategy and strengthens market performance.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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