MAWA EVENTS

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

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MARKET RESEARCH, EVALUATION AND ANALYSIS

"Transform Data into Strategic Insight and Drive Confident Business Decisions."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

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

Introduction

In today's fast-changing business environment, data-driven decision-making is the key to staying ahead of competitors. Understanding your market, customers, and competitors through effective research enables organizations to design better strategies, launch successful products, and anticipate industry trends.

The Market Research, Evaluation and Analysis course equips participants with the skills and tools to collect, interpret, and apply market data to support marketing, sales, and business development decisions. Participants will learn how to plan and conduct both qualitative and quantitative research, evaluate results, and present actionable insights that shape successful strategies.

This highly practical course blends research theory with real-world applications, giving participants the confidence to make informed, evidence-based business decisions.

Objectives

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

- Understand the role and importance of market research in strategic planning.
- Design and implement effective market research projects.
- Collect, analyze, and interpret primary and secondary data.
- Use statistical tools to evaluate market trends and customer behavior.
- Identify opportunities, threats, and gaps in the marketplace.
- Present research findings in a clear, actionable format for decision-makers.

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Why Attend

Organizations that rely on assumptions rather than facts risk misaligned strategies and wasted investments. This course provides you with the analytical mindset and technical skills to turn raw data into market intelligence.

You'll learn to ask the right questions, design effective surveys, analyze market trends, and translate findings into actionable strategies. Whether you work in marketing, business development, or product management, this course gives you the competitive edge to make smarter, evidence-based decisions that drive business growth.

Target Audience

This course is ideal for:

- Marketing and Business Development Professionals
- Product Managers and Brand Managers
- Market Research Analysts and Consultants
- Sales and Strategic Planning Managers
- Entrepreneurs and Start-up Founders
- Anyone involved in gathering or analyzing business or customer data

Individual Benefits

- Gain a solid understanding of the market research process.
- Improve decision-making through accurate data interpretation.
- Learn how to design surveys, focus groups, and interviews effectively.
- Build competence in analyzing data using modern analytical tools.
- Develop the ability to turn research findings into strategic actions.
- Enhance your professional value as a data-driven decision-maker.

Organizational Benefits

- Strengthen strategic decision-making with reliable market insights.
- Identify new opportunities and anticipate customer needs.
- Minimize risk in product development and market entry.
- Improve marketing campaign targeting and effectiveness.
- Increase profitability through customer and competitor intelligence.
- Build an internal culture of research-based strategy formulation.

Instructional Methodology

The course is delivered through a hands-on, interactive learning approach, combining:

- Instructor-led presentations and discussions
- Real-world case studies and industry examples
- Group workshops and team-based exercises
- Data analysis simulations using market datasets
- Tools and templates for market research planning
- Practical assignments and feedback sessions

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Course Outline

Module 1: Introduction to Market Research

- Defining market research and its role in business strategy
- The difference between qualitative and quantitative research
- Key components of a market research framework

Module 2: Planning and Designing Research

- Setting research objectives and formulating hypotheses
- Designing questionnaires, focus groups, and observation studies
- Sampling techniques and research ethics

Module 3: Data Collection Methods

- Primary vs. secondary data sources
- Tools for online and offline data collection
- Ensuring data reliability and validity

Module 4: Data Evaluation and Statistical Analysis

- Basic statistical concepts and analysis techniques
- Using data analytics tools (Excel, SPSS, or similar)
- Identifying patterns, trends, and correlations

Module 5: Market Segmentation and Customer Insights

- Segmenting markets by behavior, demographics, and needs
- Understanding customer motivations and preferences
- Developing customer personas and profiling

Module 6: Presenting and Interpreting Research Results

- Converting data into actionable insights
- Building research reports and dashboards
- Communicating results effectively to stakeholders

Module 7: Applying Research to Strategy

- Using research to guide marketing, product, and pricing decisions
- Competitive and environmental analysis
- Monitoring and evaluating ongoing market changes

Certification

Upon successful completion, participants will receive a Certificate in Market Research, Evaluation and Analysis, recognizing their ability to conduct professional research, interpret data accurately, and support strategic decision-making through actionable insights.

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.

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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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