**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship – Marketing Research Project**

1. **Identify the Problem** you are researching.

* State the problem you will be presenting to your classmates.
* You will also have to do some research on the history of this problem, on both topics. You will need to share this research with your classmates.

2. **Determine a Research Approach** you will use.

* survey, observation, experiment, etc.

3. **Design the Research Instrument** you will use.

* MS Forms, or other?
* You must have at least **25** people involved in your study.
* 90 % must respond.

4. **Collect** your **Data**

* Implement your study.
* Follow-up to be sure you are obtaining results.
* If you don’t receive results re-send it.

5. **Analyze** **Results**

* look at your results.
* Make sure 90 percent have responded.

6. **Communicate Results**

* Put your results in your presentation.
* Your presentation must contain all required information & be grammatically correct & error free.
* Share with your classmates on the assigned date.