

Two hands, one light-skinned and one dark-skinned, are shown holding a circular graphic. The graphic has a white center with a colorful, multi-colored ring around it. The colors transition from orange at the top, through yellow, green, and blue, to purple at the bottom. There are some paint splatters around the ring. The text inside the white center is in bold, black, uppercase letters.

**THE
MARKETING
HOUSE
-VIETNAM-**

MARKET RESEARCH: ESSENTIAL KEYWORDS



WHY MARKET RESEARCH ?

**THE STARTING POINT THAT
GUIDES YOUR BUSINESS IN
THE RIGHT DIRECTION**



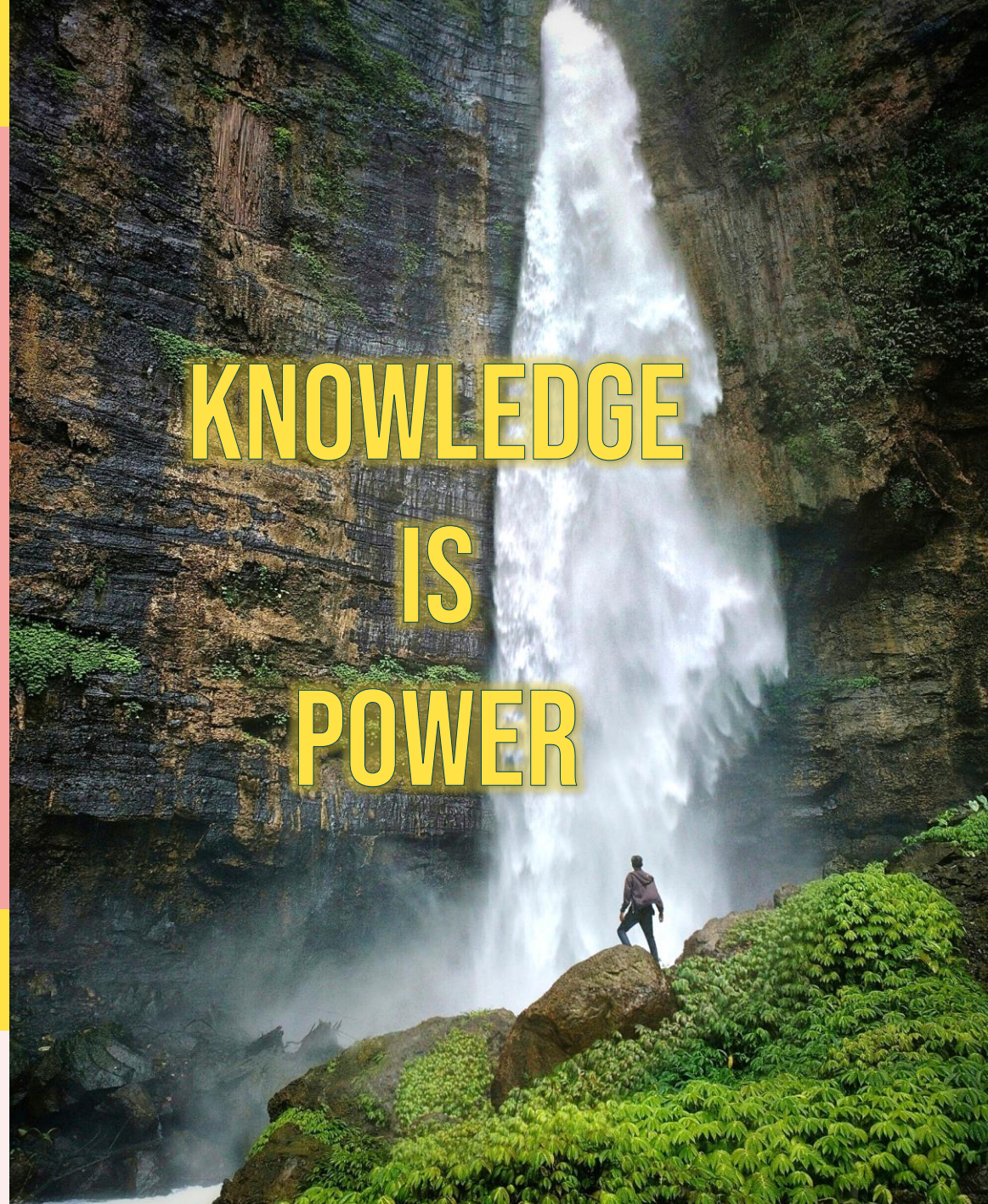
Dream.Think.Do.
Ước Mơ.Suy Nghĩ.Hành Động.

WHY MARKET RESEARCH ?

KNOWLEDGE
IS
POWER



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**WHAT IS
MARKET
RESEARCH?**

**INVESTIGATE
ALL ASPECTS
RELATED TO
YOUR BUSINESS**



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WHAT ASPECTS ?

YOUR CUSTOMERS

YOUR COMPETITORS

YOUR INDUSTRY



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**THE MORE YOU KNOW ABOUT YOUR CUSTOMERS/COMPETITORS/INDUSTRY,
THE MORE YOU CAN ADAPT YOUR PRODUCT/SERVICES,
TO THE NEEDS OF THOSE CUSTOMERS,
THE HAPPIER YOU WILL MAKE THEM,
THE BIGGER THE CHANCE THEY WILL RETURN TO YOUR BUSINESS,
THE BIGGER THE CHANCE THEY WILL PROMOTE IT TO THEIR FRIENDS/FAMILY,
THE MORE CUSTOMERS YOU WILL ACQUIRE,
THE MORE YOUR REVENUES WILL INCREASE**



WHAT ASPECTS ?

YOUR CUSTOMERS



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TARGET AUDIENCE?



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Unit No. 5/11 Ngõ 10 Hàng Đồng.



Geographic	Demographic	Psychographic	Behavioral
<ul style="list-style-type: none">• Region• Suburban• Rural• City• County• Population density• Climate• Terrain	<ul style="list-style-type: none">• Age• Race• Religion• Family size• Ethnicity• Gender• Income• Education	<ul style="list-style-type: none">• Lifestyle• Personality traits• Motives• Values	<ul style="list-style-type: none">• Benefit sought• Volume usage• Brand loyalty• Price sensitivity• Product end use



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THE HAPPIER YOU WILL MAKE THEM,

THE MORE YOUR REVENUES WILL INCREASE

WHAT ASPECTS ?

YOUR COMPETITORS



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**WHO ARE YOUR
COMPETITORS & WHAT
CAN YOU LEARN FROM
THEM?**



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BENCHMARKING

WHAT ASPECTS ?

YOUR INDUSTRY



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**WHAT TRENDS,
TECHNOLOGIES,
OPPORTUNITIES
FROM YOUR INDUSTRY
CAN YOU APPLY?**



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DIFFERENTIATION



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 +  = **RELAXING BATH**

ROSEWATER **COCONUT MILK**

 +  = **SKIN MOISTURIZER**

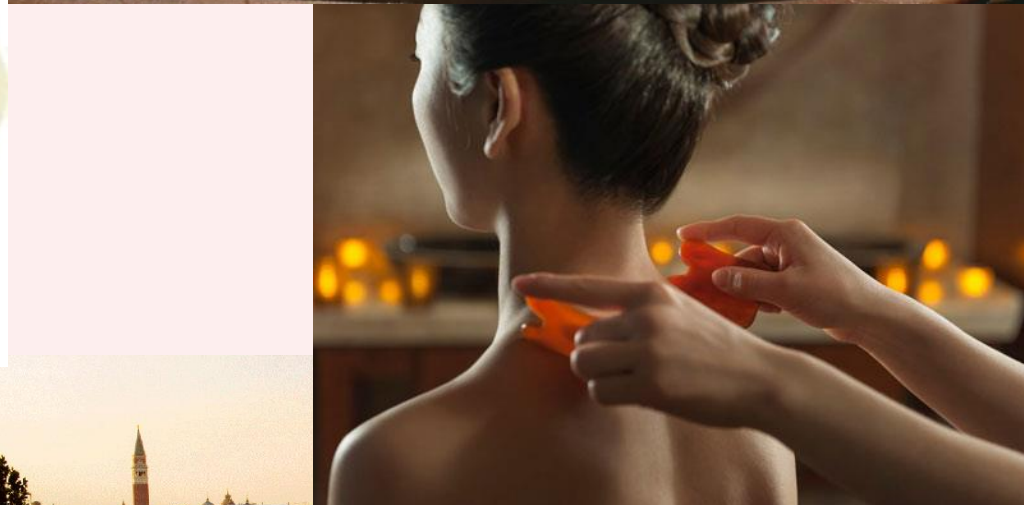
HONEY **OLIVE OIL**

 +  = **ANTI REDNESS FACIAL**

EGG YOLK **LEMON JUICE**

 +  = **BODY SCRUB**

BROWN SUGAR **HONEY**



What questions about your customers, competitors and industry should you ask yourself, find info about and use to **improve your business** and to **increase your revenues**?

- Does my business attract the right audience?
- Is the price of my product a good price?
- Is my product offer different from what my competitors offer?
- What similar businesses are nearby and what do they offer?
- Why do customers come to me and not to my competitors?
- What is the opinion about my product according to my most loyal customers?
- What is my competitor good at and how can I apply this to my own business?
- What are the new trends in my industry that I can apply to my own business?





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