

Market Research Proposal

Execution and Management

Prepared for: xxxx University

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About Us

Focus Research Partners (FRP) was established in 2014 as a market research and digital marketing firm. We have conducted proprietary market research for diverse industries that include:

- Public universities
- Private universities
- Transportation
- Healthcare
- Hospitality
- Retail

Scope of Proposal and Research Methodology

The purpose of this proposed market research service is to evaluate how a public university could meet the educational needs of the Coachella Valley area in the immediate and long term. We will utilize a combination of primary research (survey, in-person meetings, and focus groups) and secondary research tools in our assessment.

- **Primary Research**
 - Interview Human Resource leaders of the region's largest employers
 - Assess employee educational needs through interviews with HR
 - Access and survey employees
 - Conduct lunch & learns with employees
 - Access and survey other available databases
 - Qualify and survey Palm Desert Center former, current, and prospective students
 - Identify and survey the audiences of strategic alliances and workforce development (if available)
 - Qualify and select survey respondents for focus group research
 - Develop personas of key target audiences from research findings (See appendix F)
 - Suggest program and course opportunities based on audience preferences
- **Secondary Research**
 - Analyze the general as well as the industry environment to uncover consumer trends, and to identify opportunities
 - Focusing on the top industries of the region that include, not confined to healthcare, hospitality, and education, we will uncover the most likely targets for our research (See appendix A)
 - Execute a competitive analysis
 - Analyze competition strengths and weaknesses of competing educational institutions
 - Identify program gaps that xxxx could fill and make recommendations



Risk and Key Success Factors

This study's success will depend on our ability to gain trust and engage with the key employers in Coachella Valley for a common purpose. Establishing relationships will be the lynchpin to the primary research portion of the project. Having been in business-to-business sales and marketing for many years, and with my experience in researching and marketing educational offerings, I have confidence that we will be able to engage the targeted employers.

Deliverables

Competitive Analysis

Market overview with top employer targets (see example appendix A)

Interview questions and results

Survey questionnaires and data collection (see examples appendix B and C)

Conduct focus groups of qualified survey respondents

Identify the university's unique value proposition in the region (see example appendix D)

Trend analysis (see example appendix E)

Personas reflecting targeting audiences (see example appendix F)

Develop academic program and course recommendations

Plan for post-study follow-up for one year

Ongoing Support

Once we have engaged the region's top employers for this research project, we will serve as a conduit between the industry partners and the university to maintain engagement and continue strategic alliances. The same holds true for general respondent groups. Follow-up studies may be necessary to further define the university's position in the region. After 1 year, a fee can be negotiated to continue the service.

Confidentiality Statement

FRP and Steve Fritzenkotter will keep all proprietary research gained from this study confidential. We will not discuss or share the research information with anyone other than with the client without expressed written consent of the client.



Project Timeline

Project Dates	July 20	Aug 16	Aug 17	Aug 24	Sep 9	Sep 16
Milestone	Proposal Submission	Project Awarded	Project Begins	Secondary Research complete. Check in with xxxx.	Primary Research complete. Check in with xxxx	Project complete. Present research, findings and recommendations.

	August 17-24: Secondary Research	September 1-9: Primary Research	September 10-16: Project Complete
Expected Results	We will assess the marketplace using existing data to study the current educational providers and their offerings. We will evaluate the general population, and industry environment including the top employers in the region to focus on the most logical targets for our research.	Working with the region's largest employers, we will assess how effective the existing educational providers have been in meeting the needs of their employees. In planned site visits, we will use a combination of interviews, surveys, and focus groups to identify the educational needs of the target audiences.	All research to be presented to xxxx including: Market overview Competitive analysis Interview and survey questionnaires Data collection and visual results Identify and leverage unique value propositions in positioning Develop academic programs and course recommendations based on findings Final recommendations Post study follow-up strategy and execution



Package Elements	Price
One-time Payment	
Primary and Secondary Research including all travel and communication costs, respondent research incentives, development and delivery of project.	\$xxxx Total
One year Follow-up Service / Consultation with UCR and Partners	
Maintain relationships with industry clients, consult with the university. Service includes secondary research, surveys, interviews, and any other support that is needed for one year.	Included
25% to be paid at the start of the project, balance on completion.	
\$xxxx	

References

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Appendix:

- A: Top Employers in the Coachella Valley region**
- B: Survey sample question**
- C: Survey results sample**
- D: Product Positioning Map to identify Unique Value Proposition**
- E: Competitive trends sample**
- F: Persona example**



Appendix A: Top employers in the Coachella Valley region

Employer	Employees	Location	Description
Eisenhower Medical Center	3,900	Rancho Mirage	Hospital
Desert Sands Unified School Dist.	3,437	La Quinta	School District
Palm Springs Unified School Dist.	2,737	Palm Springs	School District
Palm Springs Unified School Dist.	2,737	Palm Springs	School District
JW Marriott Desert Springs Resort	2,304	Palm Desert	Resort & Spa
Agua Caliente, Cahuilla Indians	2,300	Palm Springs	Casinos
Desert Regional Medical Center	1,962	Palm Springs	Hospital
Fantasy Springs Resort and Casino	1,202	Indio	Casinos
Fantasy Springs Resort Casino	1,153	Indio	Resort

Source: Employers Listed, Websites & Public Records, 2019

Appendix B: Survey sample question

Educational Preferences

This confidential survey will take less than 1 minute of your time. Thank you in advance for your feedback.

 sfritzenkotter@gmail.com (not shared) [Switch account](#) 



What mode of learning would interest you the most?

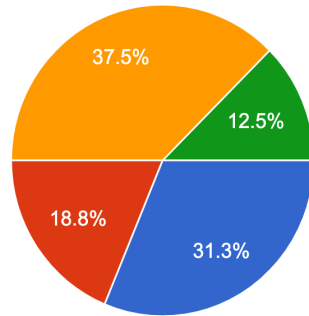
- In-Person classroom learning
- Online learning
- Hybrid - a combination of both
- I am not sure, I need more information



Appendix C: Survey question data expressed

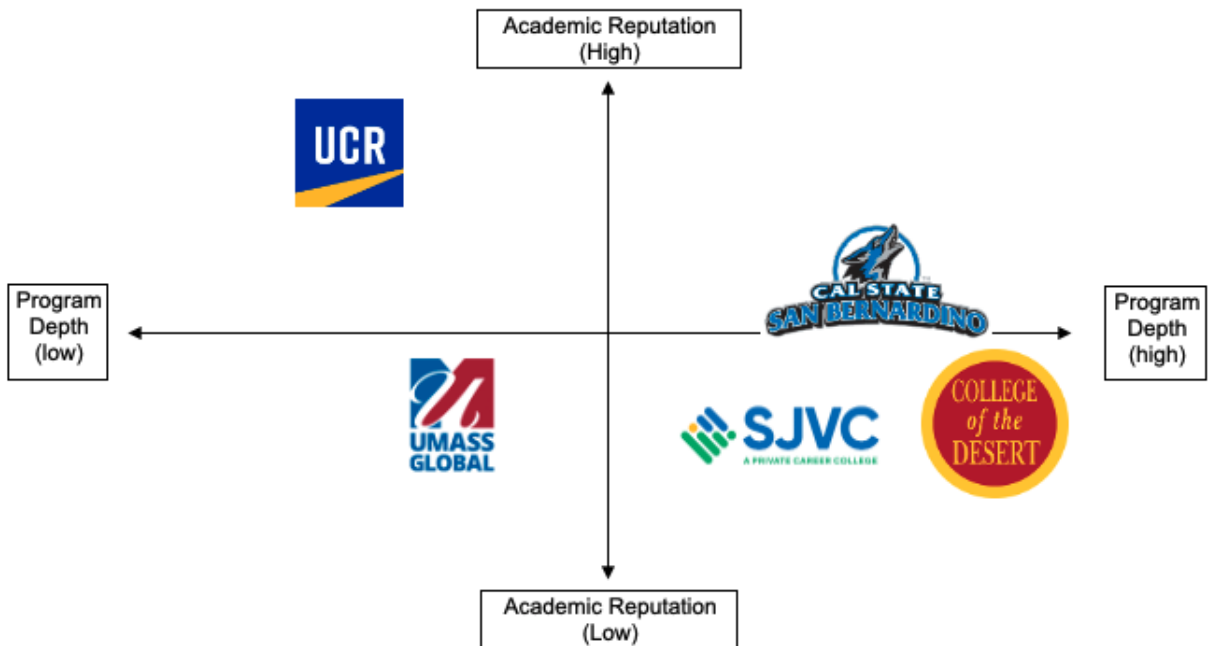
What mode of learning would interest you the most?

16 responses



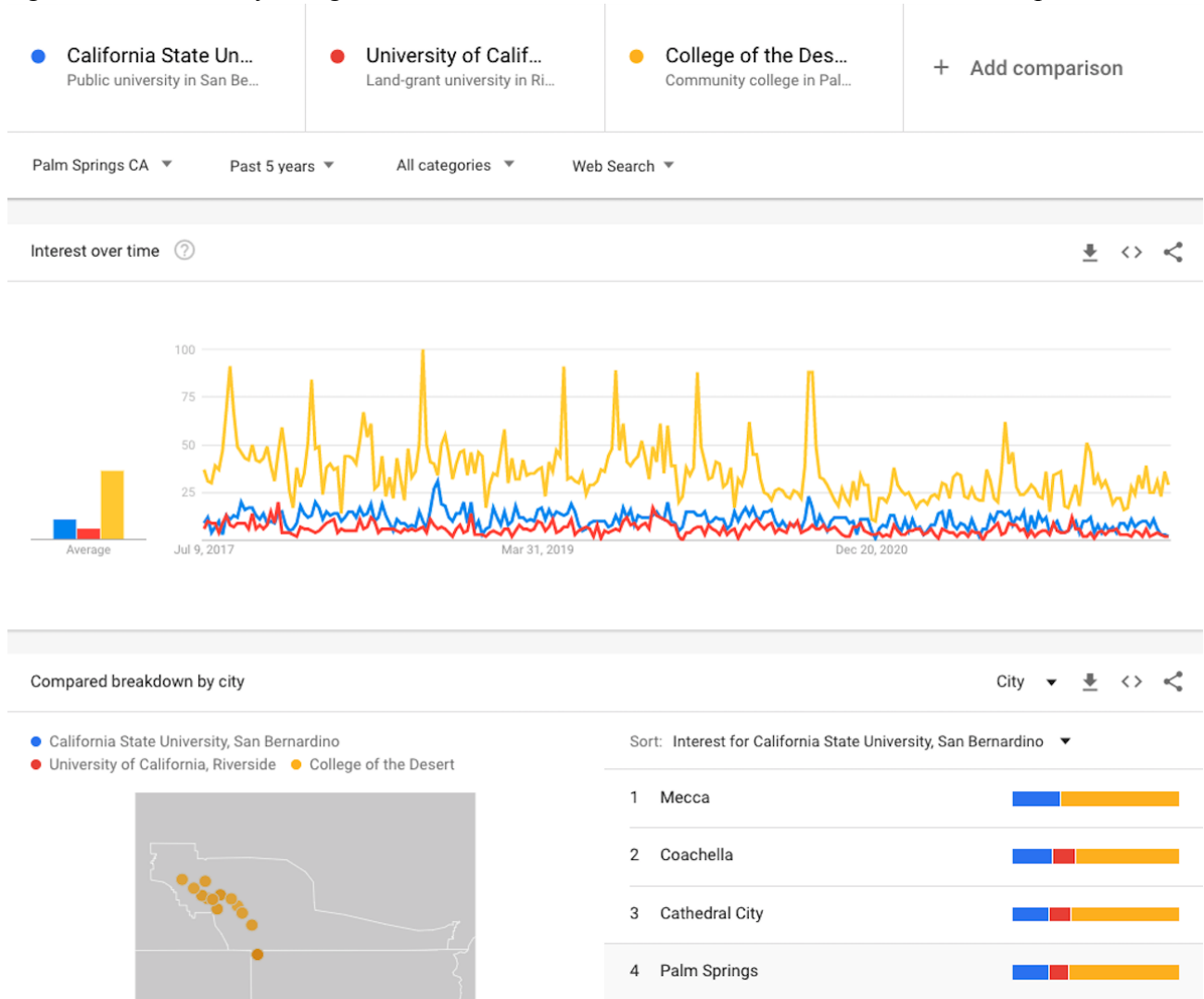
- In-Person classroom learning
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- Hybrid - a combination of both
- I am not sure, I need more information

Appendix D: Product Positioning Map



Appendix E: Competitive Trends

Analyzing past and current trends. Using this tool we can express awareness and popularity in a region as measured by Google Searches over time. This chart shows how the data is expressed.



Appendix F: Persona reflecting a target audience

	Preferred Method of Communication <ul style="list-style-type: none">• Text• Cell phone• Social Media• Email	Tools They Need to Do Their Job <ul style="list-style-type: none">• Guest management software• HR program• Employee management software	
Name Magdalena	Job Responsibilities <ul style="list-style-type: none">• Manage guests (customer relations)• Manage guest reviews• Manage front desk staff	Their Job Is Measured By <ul style="list-style-type: none">• Guest (customer) satisfaction• Employee satisfaction• Employee retention	
Job Title Hotel Front Desk Manager			Age 23-28 years
Highest Level of Education Some college			
Social Networks 	Reports to <ul style="list-style-type: none">• Hotel General Manager	Goals or Objectives <ul style="list-style-type: none">• Career growth within the industry• Further education• Professional development	

