

CONSIDERATIONS FOR NEW RESEARCH

- WHAT DOES THE COMPANY WANT TO KNOW?
- WHAT DO WE KNOW ABOUT EACH PUBLIC?
 - DO WE HAVE ADDRESSES? TELEPHONE NUMBERS?
 - WHAT IS THE INTEREST LEVEL OF EACH PUBLIC? WILL THEY BE EAGER/WILLING TO PARTICIPATE?
 - TO WHAT EXTENT WILL EACH PUBLIC RESPOND WITH CANDOR?
 - TO WHAT EXTENT IS EACH PUBLIC ABLE TO THINK ABSTRACTLY?
- HOW CAN WE ENSURE THAT THE RESEARCH IS RELEVANT?
- WHAT IS EXECUTABLE BY TARGET COMPLETION DATE?
- WHAT IS THE MOST FLEXIBLE APPROACH?
- WHAT IS THE MOST COST-EFFECTIVE APPROACH?