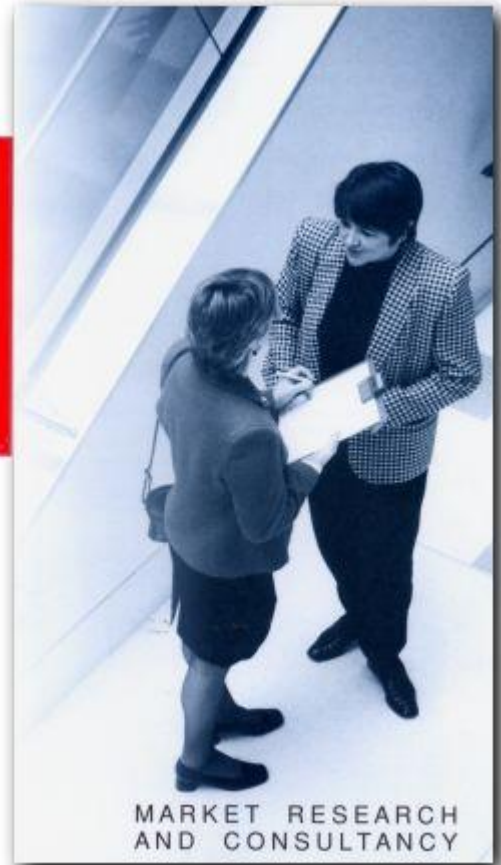




Presenting The Findings

- The final stage is to present the analysis and evaluation to the decision-makers
- It is the decision-makers who must decide how to react to the research findings
- This process means that many large businesses will employ consultancies to carry out their market research

CONSUMER LINK



MARKET RESEARCH
AND CONSULTANCY