

# Market Research Proposal for Customer Satisfaction Survey

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Proposal for Customer Satisfaction Survey

Dear [Recipient's Name],

We are reaching out to propose a comprehensive market research project focused on measuring customer satisfaction for [Company/Organization Name]. Understanding customer perception and experiences is crucial for us to enhance our services and foster long-term relationships.

## Objectives of the Survey

- Assess customer satisfaction levels
- Identify key drivers of satisfaction
- Evaluate service areas for improvement

## Methodology

We propose utilizing a combination of online surveys, telephone interviews, and focus groups to gather qualitative and quantitative data.

## Timeline

The proposed timeline for the survey execution is [insert timeframe].

## Budget

The estimated budget for this project is [insert budget details].

We believe that this survey will provide valuable insights and help us make informed decisions to better serve our customers. We look forward to your feedback and hope to initiate this project at your earliest convenience.

Thank you for considering this proposal.

Best Regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]