

# Market Research Proposal for Market Feasibility Study

[Your Name]

[Your Position]

[Your Company]

[Company Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient Name]

[Recipient Position]

[Recipient Company]

[Recipient Address]

[City, State, Zip Code]

Dear [Recipient Name],

We are pleased to submit our proposal for conducting a market feasibility study for [Project/Business Name]. Our team at [Your Company] specializes in comprehensive market research and analysis, and we believe our expertise can significantly contribute to the success of your project.

## Objective

The objective of this study is to evaluate the market potential for [specific product/service] in [specific geographical area]. We aim to identify key opportunities and challenges within the market to facilitate informed decision-making.

## Scope of Work

- Market Analysis: Trends, demographics, and competitive landscape.
- Consumer Research: Target audience preferences and behaviors.
- SWOT Analysis: Strengths, weaknesses, opportunities, and threats.
- Recommendations: Strategic insights based on findings.

## **Timeline**

The proposed timeline for the completion of this study is [duration, e.g., 6 weeks] from the date of approval.

## **Budget**

The estimated budget for this feasibility study is [insert budget amount]. A detailed breakdown can be provided upon request.

We are excited about the opportunity to work together and contribute to the realization of your vision. Please feel free to reach out to us if you have any questions or require further information.

Thank you for considering our proposal.

Sincerely,

[Your Name]

[Your Position]

[Your Company]