

Market Research Proposal for Pricing Strategy Evaluation

Date: [Insert Date]

[Your Name]

[Your Position]

[Your Company]

[Your Address]

[City, State, Zip Code]

Email: [Your Email]

Phone: [Your Phone Number]

Recipient Information

[Recipient Name]

[Recipient Position]

[Recipient Company]

[Recipient Address]

[City, State, Zip Code]

Dear [Recipient Name],

I am writing to propose a comprehensive market research study aimed at evaluating the current pricing strategy of [Recipient Company's Product/Service]. In today's competitive landscape, it is essential to reassess pricing strategies to enhance market position and improve overall profitability.

Objectives

- Evaluate the effectiveness of current pricing strategy.
- Analyze competitor pricing models and market positioning.
- Identify customer perceptions and price sensitivity.

- Provide actionable recommendations for price adjustments.

Proposed Methodology

The market research will include both qualitative and quantitative methods, such as surveys, focus groups, and competitor analysis to gather insightful data.

Expected Outcomes

The study aims to provide clear insights that will assist [Recipient Company] in making data-driven pricing decisions that align with market expectations and enhance customer satisfaction.

Timeline and Budget

The proposed timeline for this research is [insert time frame], with an estimated budget of [insert budget]. This proposal can be adjusted based on your specific needs and objectives.

Conclusion

We believe that this study will be invaluable in helping [Recipient Company] achieve its pricing goals. We look forward to the opportunity to discuss this proposal further and collaborate effectively.

Thank you for your consideration.

Sincerely,

[Your Name]

[Your Position]

[Your Company]