# Brief on commissioning of research

*The duration of drawing up a detailed proposal is 4 working days. If your request is urgent, please let us know*

### 1. The aim and tasks of the research

Please describe the current situation and a problem to be solved. Specify the questions to be answered.

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### 2. Target audience

Could you please describe your target audience if the research is not aimed at determining it: gender, age, other characteristics (category consumption, brand awareness, lifestyle)?

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### 3. Methodology.

Could you please indicate whether you already defined the methodology for the research? In any case, we will propose the best method for conducting the research, based on our experience.

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| --- | --- |
| Method: |  |
| Sample size: |  |
| Geography of the research: |  |
| Other: |  |

### 4. Research results

Data file in SPSS and/or CSV *(only for quantitative surveys)*

Responses in Excel spreadsheets *(only for quantitative surveys)*

Brief report on the results of the research

Analytical report on the research results in PowerPoint presentation

Analytical report on the research results in Word presentation

Transcripts of in-depth interview or focus group in Ukrainian or Russian

Translation of the transcripts of in-depth interview or focus group in English

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| Other: |  |

Language of the reports (mark all necessary languages):

Ukrainian

Russian

English

*Other (specify):*

### 5. Use of the research results

Could you describe, for what the research results will be used.

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### 6. Deadline and cost

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| --- | --- |
| Drawing up the proposal including the cost and the deadline | Until |
| Obtaining research results | Until |
| Budget (specify if there are clear limitations) |  |
| Exemption from VAT (for donor projects) | Yes/No |