Business Desk Research Report

1. Title Page

- **Title**: "Business Desk Research Report on [Topic/Industry Name]"
- **Prepared for**: Name of the organization, client, or business unit.
- **Prepared by**: Researcher's name or department.
- **Date**: The report's submission date.

2. Table of Contents

- List of report sections with corresponding page numbers.

3. Executive Summary

- **Objective**: What is the purpose of this research for the business?
- **Scope and Methodology**: Key methodologies used for data collection.
- **Key Findings**: The most important data points and insights.
- **Recommendations**: Business recommendations based on findings.

4. Introduction

- **Business Problem**: The issue or opportunity the research addresses.
- **Research Objectives**: Key questions the research aims to answer.
- **Scope and Limitations**: The boundaries and constraints of the research.

5. Methodology

- **Research Approach**: Describe the research approach.
- **Data Sources**: External sources (reports, white papers, industry data) and internal sources (sales data, CRM, etc.).

- **Analysis Methods**: Techniques used to analyze the data, such as SWOT, PESTLE, or competitive analysis.

6. Market Analysis

- **Market Overview**: Size, growth, and industry status.
- **Trends and Drivers**: Key industry trends, drivers, and market forces.
- **Competitor Analysis**: Overview of competitors and competitive positioning.
- **SWOT Analysis**: Strengths, weaknesses, opportunities, and threats

7. Findings and Insights

- **Data Analysis**: Graphs, charts, and figures that support the research.
- **Emerging Trends**: Highlight new opportunities and areas of concern.
- **Competitive Positioning**: Where the company stands in relation to competitors.
- **Customer Insights**: Customer needs, wants, and demand shifts.

8. Strategic Recommendations

- **Business Opportunities**: New opportunities to explore.
- **Challenges and Risks**: Address potential risks and mitigation strategies.
- **Action Plan**: Steps the business should take based on findings.

9. References and Sources

- List the reports, databases, and other secondary sources used.

10. Appendices

- Include additional graphs, data tables, and definitions of industry terms.