### **Desk Qualitative Research Report**

**1. Title Page**

* **Title**: "Desk Qualitative Research Report on [Topic/Subject]"
* **Prepared for**: Name of the client, organization, or stakeholder.
* **Prepared by**: Name(s) of the researcher(s) or research firm.
* **Date of Submission**: Submission date.

**2. Table of Contents**

* List of sections, sub-sections, and page numbers.

**3. Executive Summary**

* **Objective**: Purpose of qualitative research.
* **Methodology**: Brief overview of qualitative methods used.
* **Key Insights**: Main themes and patterns that emerged.
* **Recommendations**: Recommendations based on qualitative data.

**4. Introduction**

* **Purpose**: Reason for conducting qualitative desk research.
* **Scope**: The area covered by the research.
* **Research Objectives**: Key research questions to be answered.

**5. Methodology**

* **Research Approach**: Outline the qualitative research approach.
* **Data Sources**: Journals, interviews, case studies, white papers, and reports.
* **Data Collection and Analysis**: Describe how qualitative data was collected and analyzed.

**6. Thematic Analysis**

* **Themes and Patterns**: Identify key themes that emerged from the research.
* **Quotes and Case Studies**: Support themes with qualitative quotes and case studies.
* **Contextual Factors**: Highlight factors that may have affected responses.

**7. Key Insights**

* **Emerging Patterns**: Discuss patterns that emerged.
* **Thematic Observations**: Highlight observations from the qualitative research.
* **Case Examples**: Provide real-world examples to support key themes.

**8. Recommendations**

* **Actionable Strategies**: Key strategies for decision-makers.
* **Potential Risks**: Risks identified during the research.
* **Next Steps**: Recommendations for future action.

**9. References**

* Include all reference materials used for the desk research.

**10. Appendices**

* Supplementary material, notes, and definitions.