

Primary Desk Research Report

1. Title Page

- **Report Title:** "Primary Desk Research Report on [Topic/Industry Name]"
- **Prepared for:** Name of the client, organization, or stakeholder.
- **Prepared by:** Name(s) of the researcher(s) or research firm.
- **Date of Submission:** The date the report is submitted.

2. Table of Contents

- List all sections and sub-sections with page numbers.

3. Executive Summary

- **Objective:** The goal of the primary desk research.
- **Methodology:** Overview of the research process and techniques.
- **Key Findings:** Highlight the most critical insights.
- **Recommendations:** Key recommendations and action points.

4. Introduction

- **Purpose of the Research:** Why this research was initiated.
- **Scope:** Boundaries and scope of the research.
- **Objectives:** Specific goals of the research.

5. Research Methodology

- **Research Approach:** Describe the primary desk research approach.
- **Data Collection Methods:** Highlight the data collection process.
- **Data Sources:** Specify primary data sources, such as industry reports, market databases, etc.

6. Data Analysis and Findings

- **Market Overview:** Provide an overview of the market/industry.
- **Key Insights:** Highlight key takeaways, trends, and patterns.
- **Qualitative Data Analysis:** Present qualitative analysis from interviews, surveys, or reports.
- **Statistical Data:** Use graphs, charts, and figures to support findings.

7. Conclusions and Recommendations

- **Summary of Key Points:** Recap the main findings.
- **Business Implications:** How the findings impact business strategy.
- **Actionable Recommendations:** Provide recommendations for decision-makers.

8. References

- List all primary data sources, websites, articles, and reports.

9. Appendices

- **Additional Data:** Charts, graphs, and additional data.
- **Glossary of Terms:** Definition of key terms used in the report.