### **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.