### **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.