



Example study checklist & assessment
Certificate of Cosmetic Market Research & Product Positioning

Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed; make sure to complete in order.	Item/Unit Do not proceed to the next item until previous item is ticked off/completed
		Watch Conduct market research lecture 1
		Read all of sections 1 and 2 of the text.
		Work on Assessment Questions: Complete Q1.1 – both desk research forms
		Watch Conduct market research lecture 2
		Read sections 3, 3.1, 3.2, 4, 4.1 and 4.2 of the text.
		Work on Assessment Questions: Complete Q1.2
		Watch Conduct market research lecture 3
		Read sections 3.3, 3.4 and 4.3 of the text.
		Work on Assessment Questions: Complete Q1.3.
		Watch Conduct market research lecture 4
		Read all of sections 5, 6 and 7 of the text.
		Work on Assessment Questions: Complete Q1.4

Some example assessment questions

1.1 Select **two different products** from your company's range. If you are not currently working in the industry, select two products you want to develop. Conduct desk research into the products. Make sure your desk research helps you draw conclusions on:

- ideal price of your product
- ideal size
- required and intended claims – remember not to be just 'me too' but identify your point of difference
- hero ingredients it must include
- other ingredients it should include for a strong point of difference
- if there is sufficient opportunity for your product or differences required to provide sufficient opportunity



Desk Research Summary Form

Product/project name	
Name and date	
Purpose	
Brand leader information	
Competitor information	
Other relevant findings	
Conclusions	
Future directions	



1.2 Provide the following information for each product, in preparation for the survey you will prepare in Q1.3.

Research objective	
Research scope	
Research hypothesis	
Desired respondents	
Source of respondents/how you will distribute survey	
Resources required	
How/where data will be stored	

1.3 Prepare a survey for each of the products you researched in 1.1. Test each survey on at least 2 people and make necessary adjustments. Provide the original and amended questions, with comments as to what you changed in relevant questions and why.

1.4 Conduct ONE of the surveys (only) on at least 20 people from as many of your target market as possible. Prepare a report using the correct format



Pace yourself! Set a due date of 2 weeks on each unit if studying 10-15hrs/wk or adjust accordingly	Tick when each time completed; make sure to complete in order.	Item/Unit
		Watch Profile the Market video 1
		Read section 1, 1.1, 1.2 and 1.3 and complete activities.
		Work on Assessment Questions: Complete the consumer profile sections of both tables in Q1.2 + Q1.5
		Watch Profile the Market video 2
		Read section 1.4 and work through the activities and examples carefully.
		Work on Assessment Questions: Complete Q1.3 and 1.4
		Watch Profile the Market video 3
		Read all of section 2.
		Work on Assessment Questions: Complete the following parts of the tables in Q1.2: Dominant Ps, SWOT, Marketing strategy and distribution.
		Watch Profile the Market video 4
		Read all of section 3.
		Work on Assessment Questions: Complete Q1.1, all remaining sections of the tables in Q1.2 and Q1.5.
Only submit your Assessment when ALL sections of ALL questions have been completed. Happy studying 😊		

Assessment Questions for Section 1: Profile the market

1.1 Identify 1-3 positioning strategies for your company's products – or the products you intend to bring out. Why have you selected these positioning strategies?



1.2 Prepare a Positioning Implementation Plan for two different products you plan to launch with your company.

1.5 From your Positioning Implementation Plans, identify key marketing messages you will use from the strengths, needs, benefits & wants and social/cultural factors specific to your product and target market.

Product 1:	
Product 2:	