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Surveying your potential customers

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should provide you with lots of useful information about the customers you expect to get through your door. In practice however, the exercise can be a waste of time if you don ' t think carefully about what information you need and how you are going to get that information.

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Market Research: Best Practices

Market research is often neglected, and many companies go forth and carry out plans without collecting and analyzing enough information to support their decisions. Market research should be conducted on a

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continuous basis and companies should always be listening to their users.

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