



Market Research and Analysis

أبحاث السوق وتحليلها

30 November - 4 December 2025

Manama / Bahrain

Introduction

Market Research and Analysis is a comprehensive course designed to equip participants with the knowledge and skills required to understand market dynamics, conduct thorough market research, and analyze data to make informed business decisions. This course covers various methodologies, tools, and best practices in market research and analysis.

Objectives

- Understand the fundamentals of market research and its importance in business.
- Learn different market research methodologies and techniques.
- Develop skills to design and conduct market research studies.
- Analyze and interpret market data effectively.
- Apply market research insights to strategic decision-making.

Who Should Attend?

- Marketing professionals
- Business analysts
- Entrepreneurs
- Product managers
- Market researchers

Course Outline

Day One

Overview of Market Research

- Definition and scope
- Importance and benefits

Market Research Process

- Steps in the market research process
- Defining research objectives

Types of Market Research

- Primary vs. secondary research
- Qualitative vs. quantitative research

Day Two

Research Design

- Exploratory, descriptive, and causal research
- Designing a research plan

Data Collection Methods

- Surveys and questionnaires
- Interviews and focus groups

Sampling Techniques

- Probability and non-probability sampling
- Sample size determination

Day Three

Data Preparation

- Data cleaning and validation
- Coding and categorizing data

Quantitative Data Analysis

- Descriptive statistics
- Inferential statistics

Qualitative Data Analysis

- Thematic analysis
- Content analysis

Day Four

Multivariate Analysis

- Regression analysis

- Factor analysis

Market Segmentation

- Techniques for segmenting markets
- Identifying target segments

Predictive Analytics

- Forecasting methods
- Predictive modeling

Day Five**Reporting and Presentation**

- Creating research reports
- Effective data visualization

Strategic Decision Making

- Using research insights for business strategy
- Case studies and real-world applications

Ethical Considerations in Market Research

- Ethical issues and guidelines
- Ensuring data privacy and confidentiality

Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

- | | |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **4,500 USD**
**VAT is Excluded If Applicable*

المقدمة

أبحاث السوق وتحليلها هي دورة شاملة مصممة لتزويد المشاركين بالمعرفة والمهارات اللازمة لفهم ديناميكيات السوق وإجراء أبحاث سوقية شاملة وتحليل البيانات لاتخاذ قرارات عمل مستنيرة. يغطي هذا البرنامج المنهجيات والأدوات وأفضل الممارسات المختلفة في أبحاث السوق وتحليله.

الأهداف

- فهم أساسيات أبحاث السوق وأهميتها في الأعمال التجارية.
- تعلم منهجيات وتقنيات أبحاث السوق المختلفة.
- تطوير المهارات اللازمة لتصميم وإجراء دراسات أبحاث السوق.
- تحليل وتفسير بيانات السوق بشكل فعال.
- تطبيق رؤى أبحاث السوق لاتخاذ القرارات الاستراتيجية.

الحضور

- محترف في التسويق
- محلي الأعمال
- رجال الأعمال
- مدراء الانتاج
- باحثو السوق