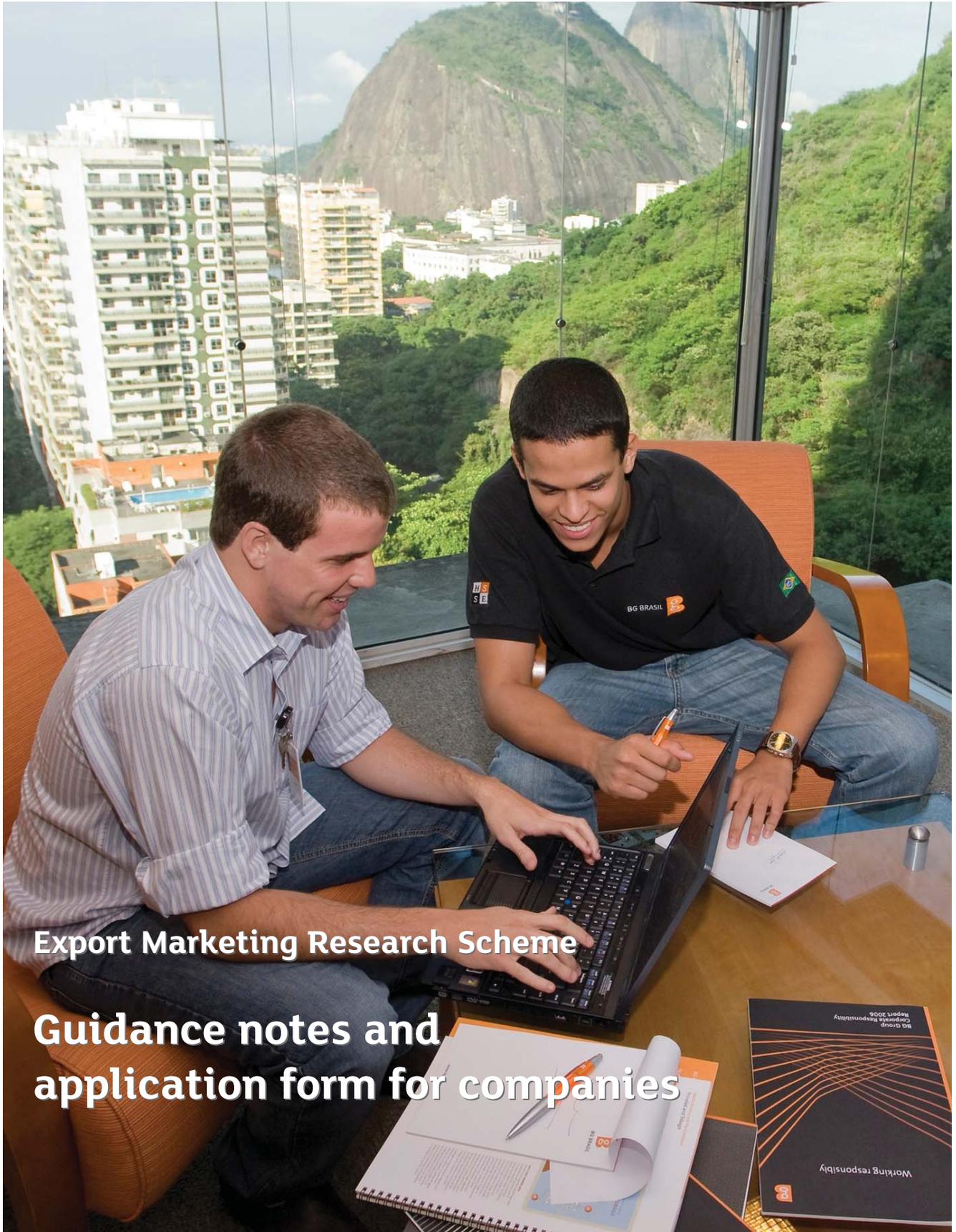




UK Trade
& Investment



Export Marketing Research Scheme

Guidance notes and
application form for companies

IMPORTANT – PLEASE NOTE:

1. Applications must be made at least **28 days** before the proposed overseas research is due to start.
2. When making an application please detach the application form (from centre) and keep the guidance notes for future reference.

Introduction

This leaflet gives detailed information about the Export Marketing Research Scheme. The scheme is designed to encourage the use of marketing research as an integral part of an export strategy.

What is export marketing research?

Export marketing research is the systematic and objective collection of information about an overseas market. It can help companies reach sound decisions on such issues as whether or not to export to a new market, how best to deliver products/services in the market and whether to and how best to invest in the country. By using marketing research, a company is less likely to make costly mistakes with their market entry strategy.

What is the purpose of the support?

- To increase UK exporters' confidence and competence in the conduct and use of marketing research.
- To help and encourage UK companies to undertake overseas marketing research prior to developing a strategy for market entry or further investment into an overseas market.
- To ensure UK companies undertake or commission marketing research based on sound methods.
- To achieve a widespread understanding of the discipline and benefits of marketing research in the exporting process.

Who is eligible for support?

Support is available for UK companies with between five and 250 employees, wishing to research specific overseas markets for their own products and services which must have a proven track record (at least two years).

We can only accept applications received directly from eligible companies, not those submitted by consultants on their behalf.

For those companies conforming to the European Commission's definition of an SME (as per Commission Recommendation 2003/361/EC), this subsidy is exempt from state aid under the SME block exemption. For those companies which do not fit within the EC's definition of an SME, yet still have fewer than 250 employees (i.e. those with a turnover greater than €50 million and/or those which are part of a larger group), this grant complies with State Aid rules under the De Minimis Block Exemption Regulation, which allows a company a total of up to €200,000 funding over a rolling three-year period. We are obliged to ensure that this subsidy, either on its own or when combined with De Minimis funding from other sources, falls within the €200,000 limit.

How is the marketing research carried out?

There are three main categories of marketing research which we can support; our professional advisers can discuss these with you and help you to decide which is most appropriate.

- **In-house:** we can support overseas marketing research studies conducted by a member of your staff if they have the ability and experience to carry out the project to a satisfactory standard.
- **Agency:** we can support marketing research projects conducted by professional market research agencies.
- **Published Market Reports:** we can support the purchase of market research reports which are available "off the shelf"; but this does not include directories, economic/country overviews or updating subscriptions.

What support is available?

Advice

Our professional advisers can offer free advice on how to set about conducting export marketing research. For in-house projects this advice can cover all stages of a project from desk research in the UK, to writing the report following overseas fieldwork. For agency projects, advice can be given on how to locate and brief suitable market research agencies and on evaluating proposals and reports. We can also help you to determine if appropriate market research is already available in a published report.

Financial help

- **In-house:** we can pay up to half the costs of essential travel, interpreter's fees, daily subsistence and a contribution towards administration costs for one researcher, subject to a maximum grant of £5,000 and a minimum of £100.
- **Agency – field project:** we can pay up to half the total project cost where face to face interviews are undertaken in the market, subject to a maximum grant of £10,000 and a minimum of £100.
- **Agency – desk research:** we can pay up to a third of the cost where there is no visit to the country, subject to a maximum grant of £5,000 and a minimum of £100.
- **Published market reports:** we can pay up to a third of the cost of purchasing a market research report, subject to a maximum grant of £5,000 and minimum of £100.

The maximum amount available overall to an eligible company is £20,000.

Limitations

1. Specific areas where financial support cannot be given:
 - overseas visits where marketing research is not the primary objective;
 - sales or promotional trips;
 - attendance at trade fairs and exhibitions, conferences and symposia;
 - research conducted wholly or mainly on a group visit or trade mission;
 - other business development activities e.g. building relationships, negotiations with potential partners etc;
 - selection and evaluation of potential partners or distributors;
 - projects for products or services which are not yet available for export.
2. Support cannot be given for marketing research projects already commissioned, under way or completed. Similarly, support cannot be given for published reports already bought. Please contact us **before** entering into any financial commitments.
3. Only one in-depth field project may be supported at any **one** time. A satisfactory report must be received and the claim settled before a subsequent application can be approved.
4. Each field project will be considered for support under one of In-house or Agency terms. Support can however be given for a purchased report at the same time as a field project.
5. It would be expected that each in-depth field project would be conducted in one country; exceptions are granted where countries are bordering on each other and share similar characteristics.

Number of studies:

- A maximum of two in-depth field projects may be supported in any twelve-month period.
- Two desk research studies can be supported each year in addition to the in-depth field projects.
- Only one in-depth field study may be supported in each country. The exceptions to this rule are the USA, India and China where two projects may be supported.

Confidentiality

Only a very small number of UKTI and Government officials will see your proposal; only the UKTI Research Adviser will read your report. The contents of both documents are regarded as confidential and external organisations are never informed of individual projects, nor do they see the research reports.

Evaluation

UK Trade & Investment needs to evaluate the impact of the assistance given and it is therefore a condition of our support that you are willing to participate in customer satisfaction surveys. The survey programme will ask about the service you received from our staff as well as the actions taken as a result of your research findings and how this has affected your company's performance.

As part of the overall UK Trade & Investment ongoing monitoring programme, you may also be contacted and asked to participate in a survey of users of UK Trade & Investment services.

Section A

In-house export marketing research

In-house support is available where your company either selects a member of staff to carry out an export marketing research project or nominates a person outside the organisation to conduct the research on in-house terms. If a person outside the organisation is nominated, UKTI staff will liaise with that person as if they are directly employed by your company.

This type of project also applies wherever applicants nominate external consultants whose field of expertise is other than marketing research, e.g. technical experts, industry specialists and other types of business consultants. It may apply where applicants have a preferred consultant and do not wish to formally tender the project amongst three market research agencies.

In-house researchers are not required to be members of any professional association or society. They are however required to abide by the Code of Conduct laid down by the Market Research Society. This code can be viewed on the Society's website: www.marketresearch.org.uk

Prior to planning your research project please call our professional advisers. The advice available is free and covers any aspect of your project, ranging from objective setting and itinerary planning through to final report writing and analysis.

Application procedure

To apply for a grant, please send the following **at least 28 days** before you plan to visit the market:

1. a completed application form;
2. a full marketing research proposal which must be provided also in electronic format; (you can email to info@ukemrs.com)
3. a copy of your promotional literature or the address of the website that describes the products/services which are the subject of the research;
4. a brief CV of the nominated researcher.

A professional adviser will review your application and discuss with you any areas where more detail or clarification is needed. Once the application is approved you will be sent a formal contract detailing the grant you are being offered, including the terms and conditions which apply.

At the end of the fieldwork you must produce:

1. a final report demonstrating that you have addressed the research objectives from your initial proposal (see page 7);
2. a completed claim form;
3. receipts (see "4. General Administration" on page 6).

Your final report will be reviewed by an adviser who will ensure that it includes full detail of the fieldwork conducted, the methods used and the information collected. Most importantly, it must answer the research objectives you originally set, draw clear conclusions and make recommendations enabling your company to take practical business decisions. Where necessary the adviser will request additional information before approving your report.

Once your report has been approved, it will be returned to you together with the appropriate grant payment (subject to the submission of relevant receipts). Reports will be evaluated within 28 days of receipt.

Content of a marketing research proposal

The research proposal defines the project and is the basis upon which an offer of support is made. Subsequent amendments should be agreed with the EMRS team since they may invalidate our offer of support.

The proposal should explain in detail:

- why the research is being conducted;
- what information is needed;
- how the information will be collected.

The following section shows a suggested format for a research proposal and highlights the key areas needed.

1. Introduction

This should identify the product/service which is the subject of the research and explain why the company is considering entering a particular new export market.

2. Scope

This should define the parameters of the study:

- geographically;
- by market sector.

3. Purpose of the study

This should set out the business decisions which will be made as a result of the research findings, e.g:

- whether or not to enter the new market;
- whether the product/service requires further development before launching in the new market;
- how the product will be supplied to the market;
- how the product will be promoted within the market.

4. Research objectives

This should detail the information you are looking for.

The following are some examples of typical information that a company may need to understand before developing a market entry strategy:

- Current **size of market** (value and/or volume) including future trends.
- **Accessibility** of the market to UK suppliers:
 - import duties;
 - quotas;
 - other relevant government legislation;
 - language considerations.
- **Structure** of the market:
 - few large players or many smaller ones;
 - public or private sector (going through process of privatisation);
 - is the market structure changing with mergers/rationalisation etc;
 - is the market more or less sophisticated/high tech than your current markets;
 - how is the relevant industry geographically distributed around the region?
- **Channels** of distribution:
 - are agents or distributors used within the market;
 - how is the market supplied;
 - what are the costs of distribution?
- What **competition** exists:
 - more or less sophisticated;
 - local or international competitors;
 - who are the key players (strengths and weaknesses, market shares, marketing and pricing strategies)?
- Potential **customers'** views:
 - do they see a need for your product/service;
 - is your product/service acceptable in its current format;
 - what do they think of their existing suppliers;
 - how do they source new suppliers and what criteria do they use to select them;
 - where do they find information about new trends in their market?

5. Desk/internet research

This should make clear:

- which information sources you have already investigated;
- which information sources you are planning to investigate prior to your overseas trip.

For hints on conducting structured desk research, please contact your Research Adviser.

6. Field research

This section of the proposal explains how you are going to spend your time when you visit the market. It should include:

- The number of interviews/meetings planned broken down by:
 - respondent type (e.g. end user, wholesaler, manufacturer, industry expert);
 - country and/or region.
- An explanation of how respondents were selected.
- A meeting agenda or discussion guide for each respondent type. This should ensure that your meetings will cover all the subject matter needed to provide answers to your research objectives.
- A full itinerary of your field trip.

7. Associated costs

Please list on the application form estimates of all your eligible costs. We will calculate an allowance for daily subsistence and administrative costs. Support is not available towards salary and other personnel costs.

8. The researcher

A brief outline of the nominated researcher's qualifications and experience should be included to demonstrate that they are capable of completing the research project.

Calculating financial support

In-house projects attract support of up to **50 per cent of eligible costs**, subject to a maximum grant of £5,000 per project and a minimum grant of £100.

Eligible costs are:

1. Travel

- Economy class airfare between a UK airport and the research destination;
- Transfers to and from the UK airport (public transport);
- Internal travel in the region researched (economy class or equivalent);
- Taxi fares or car hire plus petrol for a car used overseas.

2. Subsistence

A daily subsistence allowance is calculated to contribute to the cost of hotel accommodation and meals. The rate is based on the current civil service allowance for each country.

3. Interpreter's fees

We contribute 50% towards the costs of engaging a professional interpreter where the interpreter can demonstrate:

- Membership of a recognised national body that represents the interests of the interpreting profession;
- They are on an approved list provided by the British Embassy/Consulate (e.g. Japan); or
- A track record of conducting commercial interpreting services.

This does not include the cost of translating materials for the research; a separate calculation for such administration costs is included below.

4. General administration

We calculate an additional allowance based on the other costs listed above. This should contribute towards your general expenses such as telephone calls and minor expenses where it is not possible to get receipts.

All claims should be supported with suitable, original receipts including airfare, hotel, car hire, petrol, taxis. Failure to produce receipted evidence of your trip and expenses could result in a reduced payment.



- Please read the guidance notes before completing this application form.
- Please type your answers or write in ink using BLOCK LETTERS.
- Please submit this form at least 28 days before the proposed overseas research is due to start.

Applicant's details

	Date	
Full company name		
Full business address		
(including county)	Postcode	
	Fax	
Telephone		
Email		
Website		
Name of contact		
Position of contact		
Year business started	Number of employees	
Main activity of business		
Company turnover	Annual turnover £	Export turnover (if any) £
Company registration number		
Is the company part of a larger group? (Please refer to guidance notes, page 2)	Yes / No	

Market study details

Describe the products or services which are the subject of the study.

	Country 1	Country 2	Country 3
In which country(ies) will you conduct your study?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How much of this particular product are you already selling in this country?	£ <input type="text"/>	£ <input type="text"/>	£ <input type="text"/>
Are you selling other products in this country?	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
Have you applied for export marketing research support before?	Yes <input type="checkbox"/> No <input type="checkbox"/>	Date of last application (if known)	<input type="text"/>
Are you receiving any other Government financial assistance for this marketing research project?	Yes <input type="checkbox"/> No <input type="checkbox"/>		
If yes , please give details:	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>		

Project details

Please read the guidance notes carefully before completing this form. Complete Section A or Section B or Section C as appropriate, then turn to the last page of this form.

A. In-house projects

See Section A (page 4)

	Out			Return		
Date of departure and return to UK	<input type="text"/>			<input type="text"/>		
	Day	Month	Year	Day	Month	Year

	Country	No. of nights
Number of nights to be spent in each country researched	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>

This information will be used to calculate an allowance for daily subsistence.

Name and position of researcher if different from contact	<input type="text"/>
---	----------------------

Details

Estimated UK travel costs	<input type="text"/>	£
International airfare to the markets for one researcher (please specify route to be taken)	<input type="text"/>	£
Estimated internal overseas travel	Internal airfares	£
	Car hire	£
	Petrol	£
	Taxis	£
	Rail travel	£
Estimated interpreter's fees	<input type="text"/>	£
Sub-total	<input type="text"/>	£

We will calculate a contribution towards administrative costs.

NB. Applications for In-house projects cannot be considered without a detailed marketing research proposal.

Now please complete the back page of this form.  All categories.

B. Agency projects

See Section B (page 8)

Please give the names of the market research agencies who have submitted proposals.
(Please ensure their contact details are included on the proposals.)

a.	£
b.	£
c.	£

Which of the above three is your preferred choice and why?

When is the project expected to start?

NB. Applications for Agency projects must be accompanied by:

- a copy of your written brief to the market research agencies;
- proposals from at least three independent market research agencies (only one required if no field work).

Now please complete the back page of this form.  All categories.

C. Published market reports

See Section C (page 11)

Title of study

Publisher of study

Cost of study

£

Reason why study is being purchased

NB. A copy of the prospectus for this study must be enclosed.

Now please complete the back page of this form.  All categories.

All categories

Please ensure you:

- enclose copies of your standard company literature or include the website address describing the products or services of your business;
- keep a copy of the completed form for your own records;
- retain the guidance notes for future reference;
- enclose, or email, an electronic copy of the research proposal.

Please have this form signed by a Director of the Company or the Company Secretary. Note: if this application leads to a grant being offered, a legally binding contract will result. For this reason, applications can be accepted only if endorsed by an authorised signatory.

Signature

Name (BLOCK CAPITALS)

Position in Company

How did you become aware of the Export Marketing Research Scheme?

Please send this form and enclosures to:

**Export Marketing Research Scheme
Unit 10
Fulcrum 2
Solent Way
Whiteley
PO15 7FN**

For enquiries:

**Tel: +44 (0) 845 034 2111
Fax: +44 (0) 1489 661 426
Email: info@ukemrs.com
www.ukti.gov.uk/emrs**

Hints on writing research reports

Content

There are no firm rules about how to write a report although it must be submitted in English. The most appropriate format will vary according to the nature and scope of the project. The report should reflect the intentions of the original proposal unless an amendment has been agreed with UKTI. As a general rule, reports should follow a logical order, be easy to understand, and include the actual methodology of the project together with key findings and recommendations for the company.

Reports should not consist simply of individual meeting reports, but should draw the information together in order to present a complete picture of the market place.

A convenient format for a research report could be as follows:

- **Background** – the reasons the project was undertaken (this will closely reflect the introduction to your project proposal).
- **Scope** – a restatement of the project parameters explaining any variation from the original project plans.
- **Project objectives** – a restatement of the objectives set out in your proposal.
- **Methodology** – full details of where and how the information was gathered including:
 - information sources investigated;
 - the number of interviews/meetings broken down by respondent type, country and/or region;
 - an explanation of how respondents were selected;
 - the meeting agenda or discussion guides used (these may form an appendix).
- **Main findings** – these should contain all the details of your research and are likely to be the largest section. Findings are best structured according to your initial project objectives pulling together all the information about each area.
- **Summary of findings and conclusions** – a concise statement of the salient findings, highlighting those which will impact on a market entry strategy.
- **Recommendations** – action points showing how the company should progress their market entry strategy.
- **Appendix** – any supplementary information that is referred to in the report or is considered of interest.

Be Organised

A satisfactory report will require systematic detailed notes. These should be checked as you go along for clarity and thoroughness. Cross-check your findings and re-contact people you have already spoken to when you find points which aren't consistent. Check your results before you leave the country as imperfect or incomplete information is harder to rectify at the report stage.

Be Comprehensive

Reports should not be too brief; our research advisers need to see enough research data to judge that the project has been carried out satisfactorily. The main findings section is your opportunity to demonstrate the depth and breadth of information gathered.

Be Concise

Avoid irrelevant travel descriptions, geographical details and the reactions of people outside a business context.

Be Factual

Give evidence for your conclusions, e.g. if you believe that it will be possible to gain market share from a competitor, explain what evidence you have from end users to substantiate this belief (comments about competitors' poor quality, poor customer service, high prices, etc).

Be Objective

Take into account all the information available and don't allow yourself to be influenced by any preconceived ideas that either you or your colleagues may have.

Be Conclusive

A report should not just lay out all the findings, it should draw a conclusion on the best course of future action. Ensure that your report is focused on the next steps that your business should take to develop its markets as this is what makes the report useful.

Section B

Agency projects

Some companies prefer to use an independent, professional market research agency to undertake their project. This route has several potential advantages: less time is required from company staff for the project, the market can be researched anonymously and, perhaps most importantly, the right agency or consultant can offer the professional skills to complete the task. As this method requires the selection of an appropriate party, it is necessary to issue a written brief to at least three agencies in order to obtain their detailed research proposals. The proposals can then be compared and evaluated to ensure the selected agency meets the research objectives and provides good value for money.

There are two categories of support where market research agencies are commissioned.

1. Field

Where the proposed methodology includes face-to-face interviews in the country being researched. Subject to a maximum grant of £10,000 and a minimum of £100.

2. Desk

When the overseas country is not visited e.g.

- a professional market research agency may already hold or have access to secondary data about an overseas market which they are able to consolidate into a relevant report;
- a professional market research agency may propose to conduct a marketing research project on an overseas country without visiting the country (using desk research and/or telephone/online interviews). Subject to a maximum grant of £5,000 and a minimum of £100.

We do not insist on a tender for desk research.

Application procedure

To apply for a grant, please send the following, at least 28 days before the proposed start date:

- a completed application form;
- detailed proposals from at least three (one if desk) independent market research agencies (please ensure their contact details are included);
- a copy of your marketing research brief;
- a copy of your promotional literature or address of the website that describes the products/services which are the subject of the research.

A professional adviser will review your application and discuss with you any areas where more detail or clarification is needed. Once the application has

been approved, you will be sent a formal contract detailing the grant you are being offered, including the terms and conditions which apply.

Projects can be commissioned once this contract has been accepted, but not before. In order for us to settle your claim for payment of the grant, you must submit:

- a copy of a satisfactory report;
- completed claim form;
- receipted invoices – demonstrating that the payments have been made.

We strongly advise that you seek advice from the Research Adviser when you receive the research report from the Agency, in order for the adviser to confirm it has satisfactorily met the terms of reference in the proposal.

Once your report has been approved, it will be returned to you together with the appropriate grant (subject to the submission of relevant receipts). Reports will be evaluated within 28 days of submission.

Contents of a marketing research brief

The marketing research brief will be used to inform potential agencies of the aims and objectives of your research project. It should identify why the research is being conducted and what information is needed. The brief serves to clarify your exact requirements from the research project in order to ensure that the final report provides information and recommendations of real value to you.

The following section is a suggested format for a research brief and highlights the key areas that you need to specify.

1. **Introduction** – describing the company and the products/services which are the subject of the research.
2. **Scope** – the geographical scope of the project.
3. **Purpose** – the purpose of the research, including the business decisions to be made as a result of the project.
4. **Information requirements** – a detailed list of what is required from the project, i.e. the information needed to make the identified market entry strategy decisions.
5. **Timescales** – the planned timing for project completion and the reasons for those timescales.
6. **Interim procedures** – e.g. progress reports.
7. **Reporting requirements** – e.g. executive summary, content, format.
8. **Notes** – e.g. the fact that the project is the subject of a competitive tender, contact details.

The research brief should be written by the company and seen as a discussion document. The agencies may have useful contributions to make to your plans and research requirements, and may suggest a change in emphasis and/or additional areas for study.

Our independent advisers will be pleased to comment on your draft brief before it is sent to potential agencies. This advice is free of charge.

The invitation to tender

Inviting different market research agencies to tender allows you to compare different approaches to your research study, and will help build confidence in the final proposal. A tender process also ensures cost-effectiveness, and is good business practice, comparing the resource and expertise of alternative suppliers.

Eligibility of agencies

In selecting an appropriate organisation to undertake an export marketing research project, you should look for agencies with experience and expertise in the conduct of marketing research. The EMRS requires all projects supported by the Scheme to be conducted according to the Market Research Society's Code of Conduct, which can be viewed at www.marketresearch.org.uk. While not mandatory to qualify for EMRS support, using agencies that employ members of a professional market research association such as the Market Research Society gives you greater confidence and assurances in the adherence to the code and in the quality of the work undertaken.

The researcher or agency must demonstrate three essential qualities:

1. Independence

Research agencies must not be related to the client, e.g. as an associate, parent or subsidiary company, having a common parent company or shared directorships. They must also have no vested interest in the outcome of the research study, such as an agreement for further business depending on the outcome of the study.

2. Expertise

The agency must have appropriate experience in marketing research. This should be related to both the market sector and the country being researched.

3. Resource

We will consider proposals either from freelance marketing research professionals or larger agencies, but must be satisfied that the consultant has appropriate resources to meet the requirements laid out in the proposal.

If any of the above requirements are not met, it may still be possible to consider the application under in-house terms.

How to find suitable market research agencies

As independent advisers, we do not recommend any individual agency. We cannot select consultants on your behalf, but can advise you on the selection process, and whether a particular choice appears suitable.

Once you have selected the agencies you wish to tender for your project, you should send each of them a copy of the brief. If you have not spoken to the agency prior to sending a brief, they are likely to contact you to discuss the brief in more detail.

During the briefing process you should be open and honest with the agencies. If possible, allow up to two weeks for them to prepare a good proposal. They may undertake some preliminary background research in order to understand the task more fully and to develop a realistic proposed fieldwork programme.

Please do not invite any agency to incur the effort and cost of developing a full proposal if you are not serious about your intention to commission the study or if you have already decided on your preferred supplier. Applications for agency projects involving unfair or unethical practices will not be supported.

Proposals from market research agencies

The agency's proposal defines the project and is the basis upon which an offer of support is made. Any amendments made after our offer is received must be agreed with UKTI since they may invalidate the offer of support. The following points cover the more important elements you should expect to see in the proposals you receive.

1. A clear demonstration that the agency understands the purpose of the research.
2. A detailed list of the information the research is intended to provide. This would normally correspond to your list of information requirements, but there may be additional elements that the consultants consider worth investigating. If so, you must decide whether or not you want this extra information.
3. The proposed methodology, i.e. the desk research planned, the number and type of interviews to be conducted, other research techniques to be used and the reasons for this choice.
4. The scope of the study, including the geographical area.
5. The qualifications and experience of the researchers involved, including any associates or subcontractors who may conduct the fieldwork.
6. The timescale for the project including the number of working days allocated to each stage of the project and the total number of weeks from commissioning to presentation of the findings.
7. The overall project cost giving a breakdown of the fees and expenses.
8. The areas in which the agency expects to make specific recommendations for action.
9. The frequency and proposed coverage of progress reports and interim meetings.
10. The number of copies of the final report and its format (e.g. one electronic copy) included in the quoted price.
11. A clear and binding exclusivity statement and an assurance of confidentiality.
12. A statement that the project will be carried out in accordance with the Market Research Society's Code of Conduct.

Our advisers are available to assist with evaluating proposals; however, the responsibility for the choice of agency rests with the applicant. We will only approve applications where we are satisfied of the agency's competence, professionalism and cost-effectiveness, but we seek to endorse your choice wherever possible. The consultant's expertise in the discipline of export marketing research should take precedent over any technical or existing market knowledge.

NB. Project proposals which do not include face-to-face research in the market being studied will be considered under our agency desk research terms where up to 33% support is available.

Section C

Published market reports

A grant of up to one third of the cost of purchasing a published market report (PMR) is available, subject to a maximum grant of £5,000 and a minimum grant of £100.

The market research report must form part of a marketing research project being conducted for a potential or new export market.

Application procedure

To make an application for a grant under PMR terms, please provide:

1. a completed application form;
2. a prospectus for the market research report;
3. a copy of your promotional literature or the address of the website that describes the products/services which are the subject of the research;
4. reasons why the report is being purchased.

A professional adviser will review your application and will discuss with you any areas where more detail or clarification is needed. Once the application has been approved, you will be sent a formal contract detailing the grant you are being offered including the terms and conditions which apply. The publication can be ordered as soon as you receive the written offer of support.

In order to claim the grant, you must provide:

1. a copy of the final report (unless we advise, in our letter of offer, that it is not required);
2. a completed claim form;
3. confirmation of payment from the publisher.

Notes on PMR applications

1. All applications must be made before ordering or commissioning the report.
2. The study should cover a specific product or service.
3. Support is not available for:
 - industry or technical handbooks;
 - industry yearbooks or journals;
 - country overviews;
 - purchase of databases or contact lists.



To find out more, scan this code with your smart phone.

www.ukti.gov.uk/emrs

**Solutions
for Business**

Funded by
UK Government

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

UK Trade & Investment is responsible for the delivery of the Solutions for Business product "Helping Your Business Grow Internationally." These "solutions" are available to qualifying businesses, and cover everything from investment and grants through to specialist advice, collaborations and partnerships.

Legal disclaimer

Whereas every effort has been made to ensure that the information given in this document is accurate, neither UK Trade & Investment nor its parent Departments (the Department for Business, Innovation and Skills, and the Foreign & Commonwealth Office) accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

Copyright

© Crown Copyright 2013

You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit OGL or email psi@nationalarchives.gsi.gov.uk

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Any enquiries regarding this publication should be sent to us at Export Marketing Research Scheme Unit 10, Fulcrum 2
Solent Way, Whiteley PO15 7FN
Tel: +44 (0) 845 034 2111
Fax: +44 (0) 1489 661 426
Email: info@ukemrs.com
www.ukti.gov.uk/emrs

You can download this publication from www.ukti.gov.uk/emrs

Further Information

Other leaflets referred to in these guidance notes are:

The Market Research Society's "Code of Conduct"

Available from the Market Research Society (tel 020 7490 4911), or at www.marketresearch.org.uk

Business To Business Marketing Researcher's Checklist

Available from the UKTI (tel 08450 342111)

EMR 4

Issue 4 (August 2013)