**Outline**

**Topic: Marketing Research**

Thesis Statement: A mobile phone manufacturer introduced a new phone in the market, its sales were minimal, which has affected the expectation in the market share. The study focuses on assessing the aspects which lead to low performance as outlined below;

1. Market research proposal
2. Research hypothesis
3. Population under study, sampling design and sample size.
   1. Population under study
   2. Sampling design
   3. Sample size
4. Questionnaire
5. Data analysis plan,
6. References