

## CHECKLIST FOR SELECTING A MARKETING RESEARCH AGENCY

| Selection criteria  | Check | Your comments |
|---|-------|---------------|
| <b>Reputation for integrity</b>   |       |               |
| Reputation in the market research community                                       |       |               |
| Adherence to professional codes   |       |               |
| Reports from chambers of commerce etc.  |       |               |
| <b>Indication of ability</b>  |       |               |
| Personal background, education and experience of principals and key staff members |       |               |
| Recommendations from clients  |       |               |
| Recognition from professional bodies  |       |               |
| Growth of the organisation  |       |               |
| <b>Experience of the organisation</b>   |       |               |
| Number of years in business   |       |               |
| Number of years' service of key staff members                                     |       |               |
| Clients serviced  |       |               |
| Nature and scope of previous market research projects                             |       |               |
| <b>Progressiveness</b>  |       |               |
| Professional associations to which company and/or individual staff members belong |       |               |
| Evidence of publications, papers or talks   |       |               |
| New research techniques developed   |       |               |
| <b>Suitability for project considered</b>   |       |               |
| Experience in similar projects  |       |               |
| Specialisation in particular fields   |       |               |
| Experience of staff proposed for project  |       |               |