

Standard Operating Procedure for market Survey

Objectives:

Preparing a market survey to build and design the yearly training plan of XXXXXXXX Training Group .

Scope:

- Public sector: Government departments, Institutions and Ministries ➤ Industrial sector
- Hotels & Hospitality sector
- Construction sector
- Retail sector

Methods of implementation

1. Market Segmentation: The market is segmented through the working sectors in the market which mostly based on a database available with XXXXXXXX Training Group (Bahrain office), which containing the names of the companies and individuals involved in training and their contact numbers (phone, Fax & e-mail).
2. Sampling : A random sample of 2% from the total number available has been taken (Cluster Random Sample), the investigator start regally from the top of the database to take one every 50 company.
3. The following tools have been used for the market survey:
 - A. Market segmentation which including separation process for all the companies we have
 - B. Calling the selecting person and filling the form.
 - C. Documenting the collected data (company name, respondent name and date of calling) and record it one the market survey form.
 - D. Using e-mail of the clients though sending a market survey to the selected sample and then the following-up of the email is always happened.
 - E. Evidence should be collected (printing the receipt of the sender – XXXXXXXX Training Group – and the selected company and attach all on the marketing survey .
 - F. In case the selected random company does not respond us, we automatically go to the next company in the list.
 - G. We also use our good relationship with our own clients to implement the market survey.
 - H. Personal interviews: we used the interviews to implement the market survey by calling the targeted company and document evidences of the interview through the respondent signature
 - I. Then we collect the data by using excel sheet and analyzing the findings.
4. A detailed report has been prepared that contains:
 - A. Most required training courses in the market
 - B. Number of staff in each company, their classification
 - C. Training budget
 - D. Procedures used by the management to train their staff every year according to the management report.
5. According to all, the yearly training plan for Bahrain office will be prepared in addition to keeping in mind the required courses by different companies and individuals.
6. We also use the online registration as sort of marketing survey.