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done when starting or running any kind of business. For example, starting any type of business requires research into the target customer and the competition to create a business plan.

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Business research is an important management activity that helps companies determine which products will be most profitable for companies to produce. Several steps are necessary when conducting business research; each step must be thoroughly reviewed to ensure that the best decision is made for the company.

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Definition of Business Research | Bizfluent

Basic business research is where the motive is to generate a body of knowledge by developing an understanding on how certain problems that occur in the organizations could be solved. There is a definite possibility that organizations might transfer the learning

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used to identify
potential markets, the
needs and wants of
each, how those needs
and wants can be met,
how products and
services could be
packaged to be most
accessible to

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