A guide to get you started, not comprehensive

Definition of R&D – what it involves, why it is important (generic)

Comparison to nearest competitor

* Profits
* Type of products

Share price

* Reflects confidence
* Reflects expectations regarding performance

Research company might undertake

* Consumer feedback – criticisms, demands
* What rivals are doing – products, marketing/advertising

Product development

* Maintain/enhance reputation
* Meet expectations
* Fix glitches

Market share – proportion of sales out of whole sales in market

Examples – better off having lots of detail for a few examples

Suggestions

1. New product
2. Upgraded product
3. Response to rival