

MEMO: VEGGIE POWER

Research Question

Veggie Power is looking for a variety of intel on the meat alternative retail market. They're looking to understand their potential to expand nationally and to identify the most desired plant alternative products, the current competitors, trends, and price points. Questions include:

- What are the best selling products
 - who are the retailers the company should approach
- Who are the players
- What are the price points
- What are the emerging trends

Methodology Selected

Methodology	Description	Deliverable
Secondary Research	Review of 15-20 articles, websites, and/or databases	Summary report with recommendations

Justification

The intel that Veggie Power is looking for can be found using existing data and secondary research is quick and cost efficient. It is ideal for monitoring competitor and market trends, and benchmarking against competitors. Looking at Veggie Power's internal existing data and external secondary research will be the most effective to get the intel they're looking for