

市场调研报告英文（共 15 篇）

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第 1 篇英文调研报告 Professional research report oriented, with clothing as the carrier, the social value, cultural connotation and aesthetic temperament and personality traits in original into the fabric and garment appearance modelling, colour, leading the fashion. With the development of society and progress, people will be more and more high to the requirement of clothing. Especially since the reform and opening up, China's garment industry has obtained the development which progresses by leaps and bounds, change The old grey, blue, and black as the main tonal clothing patterns, people dress more rich and colorful. Clothing design is a comprehensive very strong industry, it requires the designer with aesthetics, painting, playing version, tailoring the aspects of professional knowledge, at the same time with strong artistic accomplishment and aesthetic ability, and have strong changes of clothing market right into ability.

Career prospects and employment situation China is the world's largest clothing consumer, as China's rapid

economic development, improve the level of consumption, and promote the peoples life the pursuit of fashion and clothing industry in the development of the domestic market, busine petition, talent market petition to garment industry has brought the new change, the enterprise furtherdemand for talent in extent, also further expand on breadth, the face of the demand for garment industry being stretched wide. With the augmentation of the national strength, Chinas garment industry got great development, in the gro domestic product GDP and occupies a considerable proportion in the total export, China has bee the worlds largest apparel exporter. The economic development in Asia, eastern designer talent show, make dongfeng west gradually appeared on the international transfer of culture. With the development of global economic integration, the realization of Chinas acceion to the WTO, China bee a huge market, there are unlimited busine opportunities, Beijing, Shanghai, more and more get the attention of the world. Beijing the capital of culture has bee Chinas fashion centre. Will bee the French Paris, milan, Italy, the United States, New York, London, Tokyo, Japan, after

another fashion. In such an environment China's garment industry is facing huge opportunities, will also encountered great challenge from foreign famous brand clothing, costume design talents is being a hot spot of petition. In many apparel jobs, clothing designers greatest demand, is also the market most supply shortage of professional talents. China is only good for version, no outstanding designer, foreign design expert reviews, shows that China's garment industry as a world factory. We can get the latest designer leather imitation as the original, but couldn't design the pirated version of the original works, rich in large extent, restrict the development of China's garment industry, a domestic fashion designers have some concerns with the status quo. 三

Professional office

1. Has a wealth of knowledge and the flexibility and ability to draw lessons from. Design is not created on a whim, want to invent a overnight kind of unprecedented new clothing is not realistic. Because of the change of clothing process is continuous, each kind of dress is in human clothing culture in the history of the development of the chain, so, clothing design can't be out of the

history and reality and exist in isolation, the designer must beStudy and research the design of the previous achievements and experience, have to face the reality of social life. Therefore, a qualified designer, first must be familiar with the development of national clothingHistory, understand the development of the clothing history, master the regular pattern of change. As countries and allNational culture includes costume culture is continually municate with each other and influence, so, alsoTo understand the Chinese and foreign the dre culture of other ethnic groups.2. Has a profound artistic attainments and rich imaginationClothing design is not only a product design, and is also a kind of artistic creation.aA good clothing design work, can not only provide people with a well-dreed costume, At the same time also can give a person with beautiful enjoyment.3. Have the ability to independently design and productionDesign is an innovative proce, have made a very good idea, after the next workAs is how to plete and implement these ideas. 四

Job content, environment and salaryFashion designers work content1 is responsible for managing a brand product

design direction;2to determine the preliminary design;3 with professional requirements, functional and fashionable elements as the foundation of design implementation, to ensure that the design to meet the pany product market positioning;4 according to the stipulated time to plete the product series of draft plans;5follow up. Working environment petite clothing pany. Salary depending on the different regions, the Yangtze river delta, the pearl river delta developed cities, such as salary will be higher, and just started when the costume designer salary is low, maybe you make a month with the cost of living is not enough you, but if you are succesful, then you can pay to let you not to worry about the rest.

第 2 篇市场调研报告

南京某高校大学生于年 6 月在华北地区和华南地区进行了一次手机市场调查。据，国内手机市场近几年发展飞快，尤其是华东地区和西南地区的低档型手机市场占有率迅速提升，开始对手机有了初步的了解，而华北和华南地区的低档型手机慢慢的饱和，对中档型的手机需求相对于其他地区的手机需求较平稳，对高档型的手机已有较高层次的需求，占国内市场的比例也是不小的，而且投资华北地区的较多，相地于华南地区而言较少，所以应该加大对华南地区的投资，以上情况表明虽然手机行业目前处于发展阶段，甚至有的地方已发展到成熟的阶段，而且各地区的手机需

求档次不同，所以应有不同层次的目标来划分各个地区。第 3 篇
市场调研报告关于甘肃省西峰市餐饮业市场调研报告目录一甘肃
省西峰市市场分析二西峰市餐饮业消费者_惯三沪菜特征及引进西
峰分析四竞争对手及状况分析五广告及宣传计划及广告效果预估
六餐饮选址计划七总成本预算假定甲.乙.丙三人为上甘肃生源，
在上海某大学上学，生活 4 年。一甘肃省西峰市市场分析

1. 甘肃省西峰市的经济发展现状伴随西部大开发的宏观经济
政策，09 年西峰市开发了第四大油田，第五大煤田，以及庆阳香
包节的逐年完善，甘肃省西峰市的经济增长成倍上升，居民的收
入也有 870 元上升至 3712 元，由原来的劳动力输入逐渐的演变成
为劳动力需求不足，引进周围省份劳动力的局面，全市固定人口
以及流动人口总和在 80 万左右，在此基础之上，机场动土，铁路
建设，高速公路通行等等。在国家投资政策的鼓励下；低廉的门
店租金和廉价劳动力，低廉的成本促使下，不断吸引各种投资在
西峰落地。

2. 西峰市餐饮业的总体市场分析西峰市经济的快速发展，迫
切要求衣.食.住.行建设全面跟进。在这个过程中，餐饮业的各种
小店如雨后春笋，都冒头发展，但是由于经营规模以及自身发展
速度的限制，都难以成长为大型的.满足大型需求的连锁门店。这
种微型的餐馆只能够满足一般的日常用餐，而难以满足大型的聚
会就餐。外加甘肃处于西北边陲，发展时间不足，信息传递不
足，只有简单的湘菜，川菜等，难以行成统一的规模，没有强有

力的竞争力。就目前而言无一强势的带头餐饮公司，餐饮行业正处于一片蓝海。二西峰市餐饮业消费者_惯

1. 经济的快速发展，同样伴随人口结构逐步成熟，西峰市的经济 80 掌握在 4050 岁年龄段的人群手中，养生成为主流，而日常食用种类单调的缺陷就不断的凸现出来。甘肃人辛辣的食用方式在不断的延续中。各种疾病，也的浮出水面。

一是街边麻辣烫常常是满满的一锅，如果没有烧开. 烫熟，病菌和寄生虫卵就不会彻底杀死，食用后容易引起消化道疾病；二是人的口腔. 食道和胃黏膜一般最高只能耐受 50 至 60 的温度，太烫的食物会损伤黏膜，导致急性食道炎和急性胃炎；三是麻辣烫太浓太辣，成分过于肥腻，容易导致高血脂症. 胃病. 十二指肠溃疡等疾病等等。

2. 从食品消费来说，人均食品消费支出为 32

36.57 元，比去年同增加 3

40.86 元，食品消费迅速增长有二方面原因一方面是居民食品消费更加注重合理调整膳食结构，追求食品的营养性. 均衡性；其次居民在外饮食消费明显增多，消费层次提升带动了支出增加.。

三沪菜特征及引进西峰分析

1. 沪菜的特点上海本帮的沪菜，特色是酱油和冰糖放得多。以甜食为主，滋味浓郁鲜美，甘腴甜润，以真材实料和慢火细工取胜。甜食可以补充大量的糖分，对大脑有很大的好处，可以提高人的集中力等等。特色菜系八宝鸭. 红烧回鱼. 椒盐排骨. 糟钵头

等几种。同时黄酒丰富了西峰市场单调的酒业，黄酒有通曲脉，厚肠胃，润皮肤. 养脾气. 扶肝，除风下气等治疗作用。这样不但可以满足西峰消费者合理膳食结构，同时也迎合了养生的主流。

2. 沪菜走进西峰，在同行业中处于第一家，虽然面对挑战和压力，但又有了单一菜系在西峰市的垄断优势，以独有的竞争优势；首次以养生餐饮为概念，有助于宣传的接受，以及企业的快速发展。四竞争对手及状况分析

1. 就目前而言，在西峰市很少有大型的餐饮门店能满足高层人士的需求。另外在西峰市长时间的面食为主，以沪菜的面点外加小型快餐店的形式开拓一个全兴的领域，对西峰市而言这是在餐饮行业一个全新的领域。

2. 西峰市餐饮业目前处于起步阶段，缺少先进的管理经营模式，缺少吸引消费者的活动政策。可以引进上海多年的成功管理经验以及丰富的促销政策，提升自己的竞争力。扩大自身竞争优势。五广告及宣传计划及广告效果预估市场刚起步，广告投资的成本低，竞品与其他行业的广告涉及较少，有助于消费者对广告接受，因广告在消费者生活中出现的次数较少，消费者更容易记住我们宣传的品牌，关注我们的独特性。宣传计划

1. 公车路线

根据西峰市城市建设格局，可以在公交车1路和4路线上进行电视媒体在客流量高峰期进行分时段播放，广告话术以养生餐

饮为主题。“民以食为天，食以养生为主，特色沪菜，独特养生大家选择”

2. 在公路集中地路口进行大型广告牌宣传，可标注出我们的环境，我们的特色菜系，我们的优惠政策，吸引其他县镇的外来游玩消费群。

3. 在公园附近拉路面横幅，突出养生，吸引退休人群中具有消费能力的老人。

4. 赞助西峰高校活动，将我们的品牌选产推进学校，大力度争取学生消费群，学生消费群是最愿意尝试新事物的群体。

5. 借助人脉力量，送抵扣券给市政单位，吸引国企上班族。

6. 门店开业前，单页派发与门店活动想呼应。以此吸引第一批尝试的顾客。

我们的广告宣传可以覆盖大多数消费群体的活动范围，以全新的餐饮理念，不但起到宣传的作用，同时可以在新店开张之前为消费者好奇心埋下伏笔，加深消费者的品牌认识，便于我们开业的品牌推广。六餐饮选址计划餐饮门店选址在西峰市美食城旁边，不但有很广阔的公用停车场，又有既定消费群体，便于公司后期活动. 促销政策吸引人气。也能对我们广告宣传的起到二次重温的作用。餐饮门店面积以 350400 平米为限，内部设养生厅. 休闲雅座厅. 生日宴会厅. 上海文化大堂等等。同时，我们在正门店的旁边设立以快餐店，占地面积以 100 平米左右为限。快餐店以

七总成本预算

1. 广告成本预算就目前西峰市的车体广告费用为标准，签订1年合同，

2. 门店租金主门店年租金大概在 30W35W年；快餐店的租金在 10W年左右。

3. 执照申请等费用

根据有关部门政策，大学生创业执照审批的费用在 3000 元左右。

4. 员工工资按照目前西峰市平均工资服务人员工资在 1500 元/月；配菜人员工资在__元/月，管理人员的工资在 3000 元/月，厨师工资按上海工资计算 6000 元/月计算。

5. 店里设施费用及食用材料费用

6. 新店开张促销优惠政策所用费用关于甘肃省西峰市餐饮业市场调研报告调研行业企业名称餐饮业 沪菜养生酒店-----沪菜走进甘肃调研人员罗亮 xx.

11.17 第 4 篇市场调研报告市场调研报告

1.2. 调研态度严谨. 数据真实 年当地图书. 教学仪器招投标信息由于我们公司孩子筹建时期，所以年当地图书. 教学仪器招投标信息主要来自于辽宁政府采购网. 沈阳市政府采购网. 大连市政府采购网和一些地级市当地采购网。在公司成立之后就是由业务员去和学校的老师和学校设备采购处. 教材科那里沟通交流后，建立

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