When Should Market Research Begin?

Idea In Short

Treat early market research as a decision input with a clear purpose, an accountable owner, and a record of the evidence behind it. The team should start when the need first raises questions about feasibility, alternatives, timing, or supply conditions. It should test late discovery of constraints that force redesign or delay before turning preliminary information into a commitment. A proportionate process lets the organization move quickly when evidence is strong and pause when uncertainty could change the outcome. The main practical safeguard is to make assumptions visible and invite review from people who can challenge them. That approach protects the organization from avoidable rework, makes the decision easier to explain, and preserves flexibility when the facts change. The sections below show how to turn this principle into repeatable practice.

Early market research is the deliberate study of available solutions and supplier conditions before a team fixes its requirements or sourcing route. In practice, the question is how to choose a feasible approach before commitments limit the options while respecting the organization's objectives, available evidence, and constraints. This article focuses on early market research: what it contributes, how to approach it, and how to make the result useful to later decisions. It treats supplier and stakeholder information as evidence to assess, not as instructions to accept without scrutiny. The process should be proportionate to the decision, transparent to responsible reviewers, and revisited when material conditions change.

Clarify the decision

Start by identifying the decision that early market research must support. Teams should state what they need to know, why it matters now, and what could change as a result. That framing prevents activity from becoming an end in itself. It also helps determine the level of effort: a routine, reversible choice may need a short review, while a high-impact or difficult-to-reverse decision may need broader evidence and independent challenge. The team

should identify the decision owner and the people affected by the outcome. It should separate essential constraints from preferences that can be reconsidered. A short written question gives contributors a shared reference point and helps reviewers assess whether the work answered the real need. 1

Choose reliable inputs

The quality of the result depends on the quality and fit of its inputs. The team can combine internal records, user experience, supplier information, independent publications, and expert advice, but each source has a different perspective. It should capture when information was produced, what population or product it covers, and whether the source has a commercial interest. Where evidence conflicts, the team should investigate the difference instead of averaging incompatible values. It should also note missing information and decide whether that gap is material enough to delay a decision or seek more evidence. A balanced evidence set is more robust than a large collection of unexamined documents. 2

Apply a consistent method

Before reviewing evidence, agree on the method and the criteria that matter. A consistent approach makes comparisons more useful and reduces the risk that teams shift standards to favor a familiar option. Define how information will be collected, who will review it, and how uncertainty will be treated. Where judgment is unavoidable, describe the dimensions of judgment and use more than one reviewer for material choices. The method should be simple enough that participants can follow it and detailed enough to reproduce the conclusion. If the evidence suggests that the original method is inadequate, revise it openly, document the reason, and apply the revision consistently. 3

Test assumptions and limits

No method removes uncertainty. Teams should identify assumptions that could materially alter the result and test them against plausible alternatives. They should ask whether the available sample is representative, whether conditions have changed, and whether an apparent pattern has another explanation. The team should distinguish facts, estimates, forecasts, and opinions in its analysis. A range or scenario may communicate uncertainty more honestly than a single precise number. Reviewers should also consider what the research cannot establish, because limits matter when translating evidence into

commitments. This discipline protects decision-makers from false confidence and makes it easier to update conclusions when new information appears. 4

Turn findings into action

The work is complete only when its findings shape a decision or explain why no change is needed. Summarize the evidence in terms of the original question, identify the practical implications, and name any unresolved issue that needs monitoring. A recommendation should connect the evidence to an action rather than repeat the analysis. The decision owner should record whether the recommendation was accepted, adapted, or rejected and why. If the result affects suppliers or users, communicate changes through an appropriate and consistent channel. The organization should revisit important conclusions when assumptions expire or conditions move. This follow-through creates organizational memory and makes the effort valuable beyond the immediate decision. 5

Keep the process proportionate

Proportionate work protects both speed and decision quality. Too little analysis can leave a team exposed to avoidable error; too much can consume time without changing the choice. The decision owner should match effort to value, risk, reversibility, and uncertainty. Teams can use a short checklist for routine work and a deeper review for consequential commitments, while keeping the underlying principles consistent. They should preserve enough evidence for oversight without collecting irrelevant personal or commercially sensitive data. A periodic check can reveal whether the method is adding value, creating delay, or missing important perspectives. Adjust the process on evidence, and assign someone to confirm that the change is used in practice.

- 1Project Procurement Strategy for Development guidance
- 2Strategic procurement planning
- 3Competition in public procurement
- 4Guidance on innovation procurement
- 5The Magenta Book

Summary

A sound approach to early market research gives decision-makers usable evidence and a defensible path from question to action. Teams should keep the work focused on its purpose, document the inputs and limits, and revisit conclusions when material facts change. The organization should assign responsibility for follow-through instead of leaving findings in a report. It should also examine whether the method treated participants consistently and protected information that should remain confidential. These habits create a record that supports oversight and future learning. They do not eliminate judgment; they make judgment more transparent and easier to improve. Applied consistently, they help the organization choose a feasible approach before commitments limit the options with greater confidence and less avoidable uncertainty.