

Competitor, Supplier or Market Research Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Research is one of those jobs that can start as “I’ll just have a quick look” and somehow become twelve browser tabs, three half-finished notes and no clear answer.

Jessanol can help gather, organise and summarise competitor, supplier or market information so you have something useful to work from. This is not about making decisions for you. It is about helping you get clearer information in front of you so you can make better decisions.

THIS IS USEFUL IF

This type of support may be useful if:

-  You need to compare suppliers, platforms or services
-  You want to understand what competitors are offering
-  You need market information pulled together before a decision
-  You are researching options but getting lost in the detail
-  You want someone to gather information before a meeting or project
-  You need research presented clearly rather than scattered across notes and links

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with competitor, supplier or market research.

This may include:

- Gathering information from agreed sources
- Comparing suppliers, platforms or services
- Reviewing competitor websites or public information
- Creating comparison tables
- Summarising key findings
- Pulling together links, notes and screenshots where useful
- Identifying questions, gaps or follow-up points
- Organising research into a clear document or spreadsheet

RECOMMENDED RHYTHM

This is usually done as a one-off task or as part of a project.

For example:

- Supplier comparison before choosing a service
- Competitor review before updating an offer or website or periodic review
- Market research before launching something new
- A one-off scan of options

ACCESS LIKELY NEEDED

Jessanol will probably need:

- A clear research question or topic or what needs to be compared
- Any preferred suppliers, competitors or sources to include
- Any sources that should not be used
- Criteria for comparison
- Preferred output format, such as a spreadsheet, summary or table
- Any deadline or decision date

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What question the research needs to answer
- What type of sources should be used
- How much depth is needed
- What criteria should be compared
- What format the findings should be presented in
- Whether the research is for internal use or client-facing use
- What decisions, if any, will be made from the research

Research findings should be clearly presented, with sources or links saved where appropriate. Jessanol can gather and organise information, but final business decisions remain with you.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the research topic or decision being supported.
2. Agree the criteria to be compared.
3. Identify any must-include suppliers, competitors, platforms or sources.
4. Gather information from agreed or appropriate sources.
5. Record links, notes and key details.
6. Organise findings into a table, document or spreadsheet.
7. Highlight key themes, gaps or questions.
8. Summarise the findings clearly.
9. Share the research for review and any next steps.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The research question or topic
- The reason the research is needed
- Any options, competitors or suppliers you already know about
- The criteria that matter most to you
- Any budget, location, timescale or feature requirements
- Preferred format for the research output
- Any deadline or meeting date the research is needed for

You do not need to know exactly what you are looking for before starting. Jessanol can help turn a broad “can you look into this?” into a clearer research brief.

WHAT YOU’LL GET BACK

You should have:

- Research gathered in one place
- A clearer comparison of options
- Key points summarised
- Links and sources organised
- Gaps or follow-up questions identified
- Less time spent trawling through information
- A clearer starting point for making a decision

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com