

# Seminar on Market Research for Business Students & Members

## Title: Enhancing Business Success through Market Research

This session highlights the vital role of market research in understanding trends and consumer behavior. It offers key strategies to help businesses make informed decisions and gain a competitive advantage, supporting your path to success.

### Trainer's Profile




#### Dr. Ayaz Ul Haq

CEO & Founder of CBSR


Dr. Ayaz Ul Haq specializes in market research, data analysis, and business strategy. He delivers tailored insights to help businesses optimize performance across industries.

### Program Details:

**CPD: 2 Hours**

 **Day, Date:** Wednesday, November 20, 2024

 **Timings:** 11:00 AM - 01:00 PM

 **Venue:** Plot 16, Street 6, H-9/1, Islamabad

**REGISTRATION**

<https://forms.gle/86nmf3KtJ3V1VU8F9>

### Brief Contents:

- Introduction to Market Research
- Types of Market Research
- Market Research Process
- Consumer Behavior and Market Trends
- Using Market Research for Business Decisions

With Warm Regards,

Arslan Mehmood, ACMA  
Chairman Student Affairs Committee  
Islamabad Branch Council

Muhammad Imran, FCMA  
Chairman  
Islamabad Branch Council