

PROBLEM STATEMENT



This readymade template document learn you, how to writing an effective research problem statement for your business.

PROBLEM TITLE



Look at every word in your title and ask yourself if it's necessary.

The research problem statement title should briefly and immediately convey to the reader what the proposed study is about. It does not have to capture every element, nuance, and expected task of the research problem.

OBJECTIVE OF RESEARCH



Go back and read the advice above on titling your problem statement. A very reasonable objective statement is "...to develop (insert your title)".

Describe in very brief terms what the expected product of this research will be. The objective should be short, concise, and accurate. Don't put details in the objective related to how the study will be done unless some new or innovative research methodology is the key element of the research.

LITERATURE SEARCH SUMMARY



Be specific in describing the research problem statement's relationship to the existing body of knowledge.

The first time a reviewer reads your problem statement, it will probably remind them of other projects they've heard about on the same or similar topics. They may believe that your research is duplicative of work that has already been done.

PROBLEM STATEMENT



When writing the background section, keep thinking “Why should my CEO care about this problem?”

The background statement is your opportunity to convince the reviewer that this problem statement addresses a serious issue and merits funding. It should set the context and relate this particular issue to larger national or regional goals and objectives.

PAYOFF POTENTIAL & IMPLEMENTATION



Be positive but honest. Use real numbers if you can measure or estimate them.

This is where you need to justify the funding of your problem statement. If the program can only fund 20 projects from a pool of 50 good problem statements, why should yours be picked? You need to be specific and provide as much detail as you can on the potential benefits of your project.

COMMENTS



Don't be discouraged or embarrassed by constructive reviews; they are the best guidance you will ever get for writing better problem statements.

For the most part, research projects will be selected for funding by “educated generalists” – managers and executives who are not subject experts (or at least not experts in every subject).