

# How do I start Product Focused Research?

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Research can either be 'Product focused' or 'Client focused'. This article will explain how to start a piece of 'Product focused' research, sometimes known as generic research.

Please refer to 'How do I start client focused research?' for more information on client focused research.

Product focused research allows you to do general research into the features of all the contracts available on Synaptic. It is not taking into account any client or benefit requirements.

Product focused research is started by selecting the product type from the **Homepage**. In this example **Personal Pension** is being selected:



Product Type	Contracts	Providers
<b>Executive Pension</b>		
Executive Pension	2 contracts	2 providers
<b>Group Personal Pension (Including Stakeholder)</b>		
Group Personal Pension (Including Stakeholder)	17 contracts	8 providers
<b>Personal Pension (Fully Insured)</b>		
Personal Pension (Fully Insured)	36 contracts	21 providers
<b>Section 32</b>		
Section 32	8 contracts	7 providers
<b>Self Invested Personal Pension</b>		
Full	101 contracts	66 providers
Hybrid	24 contracts	14 providers
<b>Small Self Administered Scheme</b>		
Deferred	2 contracts	1 provider
Full	30 contracts	30 providers
Hybrid	2 contracts	1 provider
<b>Stakeholder</b>		
Stakeholder	8 contracts	7 providers
<b>Trustee Investment Plan</b>		
Trustee Investment Plan	19 contracts	15 providers

Selecting the product type will take you through to the client details screen:

## Enter client data

**Client entry**

**Client 1**

**First name:**

**Last name:**

**Date of birth:**  (dd/mm/yyyy)

**Sex:**

**Smoker:**  Yes  No

**Occupation:**

**Annual earnings:**

## Benefits/contributions

**Retirement Age:**  years

**Term:**  years

(Leave fields below blank if other premium frequency required):

Monthly contribution (gross): £

Single contribution (gross): £

IMPORTANT - Please select Features to match premium frequency required:

Select **Skip client entry** to start the product focused research.

It will then list all of the contracts and the features available,

This type of research is automatically deleted after 30 days of being completed, unless the title of the research has been amended.

This is the end of the article,