

## Checklist learning Aim B

### Section 1: The design and use of market research in two local enterprises

This section must discuss how market research helps each of the selected enterprises meet customer needs and understand competitor behaviour. This will include:

- how each enterprise conducts its market research, for example:
  - the types of primary research used
  - the sources of secondary research used
  - the qualitative and quantitative data collected

	Tick if it is in your work
Introduction What is market research	
<b>Section 1</b>	
<b>CTL Seal</b>	
<ul style="list-style-type: none"> <li>• Types of primary research they do (Questionnaires, Visits and observations, interviews and focus groups, surveys)</li> <li>• Have you fully explained what types of primary research CTL seal do?</li> <li>• Why might they do this?</li> <li>• Why might they not use some of these methods?</li> </ul>	
<ul style="list-style-type: none"> <li>• secondary research CTL seal Use (online research, company materials, market reports, reports in trade journals and magazines, government reports)</li> <li>• Have you fully explained these methods?</li> <li>• How you explained why CTL Seal use these methods?</li> <li>• Why might they not use some of these methods</li> </ul>	
<ul style="list-style-type: none"> <li>• qualitative Data CTL Seal collect Do they use Any of the following? Why?               <ul style="list-style-type: none"> <li>✓ get together a small group of customers to talk about their options and ideas</li> <li>✓ Interview customers about their thoughts and feelings about the goods</li> <li>✓ Observe the potential customers when they are buying goods</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>• quantitative data CTL Seal collect (data that provides statistics)               <ul style="list-style-type: none"> <li>✓ survey or questionnaire</li> <li>✓ interviews (with rating scores )</li> <li>✓ collects statistics e.g. from looking online.</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>✓ How do these methods meet customer needs? Does it help to identify what the customer wants?</li> <li>✓ Identify customer expectations,</li> <li>✓ offer value</li> <li>✓ allow them to respond to enquiries quickly.</li> </ul>	

<ul style="list-style-type: none"> <li>• Meet ongoing customer needs <ul style="list-style-type: none"> <li>✓ by checking after sales service</li> <li>✓ customer satisfaction,</li> <li>✓ repairs or maintenance,</li> <li>✓ delivery information,</li> <li>✓ offer guarantees.</li> </ul> </li> </ul> <p>Do they link the product to the customers?</p> <p>(if they do then they can communicate with the right types of customers)</p>	
<b>Crucible Sales and Lettings</b>	
<ul style="list-style-type: none"> <li>• Types of primary research they do (Questionnaires, Visits and observations, interviews and focus groups, surveys)</li> <li>• Have you fully explained what types of primary research Crucible do?</li> <li>• Why might they do this?</li> <li>• Why might they not use some of these methods?</li> </ul>	
<ul style="list-style-type: none"> <li>• secondary research Crucible use (online research, company materials, market reports, reports in trade journals and magazines, government reports)</li> <li>• Have you fully explained these methods?</li> <li>• How you explained why Crucible use these methods?</li> <li>• Why might they not use some of these methods</li> </ul>	
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Do they link the product to the customers?  (if they do then they can communicate with the right types of customers)	
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**Section 2: The effectiveness of market research for one local enterprise**

Choose **one** of the local enterprises selected in section 1, and assess the effectiveness of the market research methods used to ensure the enterprise:

1. meets its customers' needs
2. understands competitor behaviour

You must carefully consider:

- the extent to which the enterprise's methods of market research are or are not effective
- the reasons why you have reached these judgements

which elements of the enterprise's market research are most important in deciding whether the market research is effective or not

For one of the business

<b>Pick <u>EITHER</u> CTL Seal Or CRUCIBLE</b>	
<b>Assess the effectiveness of the market research methods used to ensure the enterprise:</b>	
How well does it identify what customers want (find evidence to support what you say)	
	Tick if it is in your work
<ul style="list-style-type: none"> <li>• How well does the business anticipate and identify customer needs?               <ul style="list-style-type: none"> <li>✓ What are customers likely to buy? What might happen in the future within the industry?</li> <li>✓ Find evidence</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>• How well does the business meet ongoing customer needs               <ul style="list-style-type: none"> <li>✓ Identify customer expectations, offer value, respond quickly to enquires</li> <li>✓ Provide clear and honest information</li> </ul> </li> </ul> <p>(find evidence to support)</p>	
<ul style="list-style-type: none"> <li>• How well does the business research on-going customers' needs               <ul style="list-style-type: none"> <li>✓ After sales service- customer satisfaction, repairs and maintenance, delivery info and guarantees,</li> </ul> </li> </ul>	

Find evidence to support	
<ul style="list-style-type: none"> <li>• How well does it understand its customers (qualitative and quantitative)</li> </ul> (find evidence to support)	
<ul style="list-style-type: none"> <li>• How effective are the market research methods?</li> </ul> Do they work? How would you know?	
<ul style="list-style-type: none"> <li>• Understanding competitors: price</li> <li>• Do they offer a unique selling point or unique feature? Are they too cheap, too expensive do they do a competitor analysis?</li> </ul>	
<ul style="list-style-type: none"> <li>• Quality, how is this measured – through satisfaction surveys? Internet rating?</li> </ul>	
<ul style="list-style-type: none"> <li>• Availability of your products or services (can they be bought or are you sold out of stock?)</li> </ul>	
<ul style="list-style-type: none"> <li>• Identifying competitors, how many competitors have they got ? how do they compete.</li> </ul>	
Write a conclusion – overall <b>how effective do you think the market research methods are.</b>	