

P1 - Explain the range of market research methods used by a selected business.

The selected business that we have chosen to do research on is Drayton Manor due to the fact that Drayton Manor is local and we have links to Drayton Manor, enabling us to collate further information during our visit.

The **purpose of market research** is to gather, analyse and interpret information/data about a market and a product or service. Market research also gathers information on their customer, potential customers, competitors and the general marketplace. The five specific purposes of market research are the following; understanding customer behaviour, determining buying trends, investigating brand/advertising awareness, aiding new product and investigating feasibility of entry into new markets.

Understand customer behaviour understanding customers behavior is very important to help the business function efficiently. It is a key role for a business to understand customers needs and preferences. Knowing customers attitude and knowing things that impact their buying habit is crucial to be successful in the market. A business such as Drayton Manor will try to understand customer behaviour in order for their service to be successful. Drayton Manor can conduct a survey asking consumers for feedback on what they like and don't about Drayton Manor in order for them to improve and meet consumers needs and preferences.

Determine buying trends when you do research in the market you will get feedback on what is very popular in the market or known as trend for example the latest trend would be the fidget spinner. When you realise what the trend is you can develop an idea to compete in the market for example with the fidget spinner I would create a spinner with a unique design. This will make people want to buy yours because it is unique and different. For example different generations will have a unique buying pattern and many marketing budgets will be based on the spending habits and lifestyle of these different generations where trends can be identified. Drayton Manor can determine buying trends by forming a survey based on what most people spend their money on within the theme park. For example, the gift shop, food stalls, the arcade etc.

Investigate brand/advertising awareness. Brand awareness of a business and the effectiveness of its advertising can be tested through the market research. This helps to ensure that marketing budgets are directed to areas where most impact can be made to promote the brand. An example of this is customer surveys include specific questions which are related to an organisation's brand or a specific advertising campaign.

Aid new product development is when developing a new product or service, businesses will seek for opinions and thoughts of their customers and potential customers before taking it too the market. This can include customers trying out products in store, being sent samples or the launch of pilot schemes in local areas. This will be beneficial as using customers comments will help a business to make changes and adapt their products/service to ensure they meet customers needs and desires.

Investigate feasibility of entry into new markets is very key due to the fact that before entering into a new market, a business needs to ensure that there is demand for its product or service and that the market is not already saturated. This will consist of talking to stakeholders inside and outside of the business as well as potential and existing customers.

Qualitative research is a method of research that is used to gain understanding of what customers are thinking as well as what motivates them. It helps to provide an insight into a problem as well as develop ideas. It is often gathered through face to face interviews and focus groups. Drayton Manor would use qualitative research if they wanted to find out how the consumers found their experience at Drayton Manor, they could hand out a survey or questionnaire at the exit gates. The positives of qualitative research is that issues and subjects covered can be evaluated in depth and detail. Interviews are not limited to particular questions and can be redirected by the researchers. However, the quality of the research is dependant on the skills of the researcher and can be easily influenced. The quantity of the research makes interpretation and analysis time consuming.

Quantitative research is a method when customers and potential customers are asked structured questions therefore hard facts can be obtained. Statistical data can be drawn and analysed from quantitative research. It is usually gathered through surveys and questionnaires, this helps the business create an image of customer behaviour. Drayton Manor may use quantitative research to investigate how many consumers are visiting their theme park through statistical data such as how many tickets were sold in the summer holidays and could compare this to old records or competitors records. Quantitative research allows the researcher to measure and analyse data. The relationship between an independant and dependant variable is studied in detail. The main disadvantage of quantitative research is the context of the study or experiment is ignored. Another disadvantage is that a large sample of the population must be studied; the larger the sample of people researched, the more statistically accurate the results will be.

Primary research is data and information that a business has collected themselves. There is two types of primary research, internal and external. Internal primary research includes, sale figures and customer data. As for external primary research it includes, questionnaires, interviews and focus groups. Regarding Drayton Manor and conducting primary research, I believe that they would use internal primary research in comparison to external due to the fact that external primary research will be time consuming and costly for Drayton Manor. Therefore they would look at customer data, things such as sale figures, returning customers, etc. Primary research can aim questions directly at Drayton Manors research objective. Using primary research allows the market to gain latest information as well as assessing the psychology of the customer. Although primary research has its positives it also has its negatives which are, primary research can be expensive. There is also a risk of questionnaire and interviewer bias.

The 5 ways of conducting primary research;

Observation is used to obtain primary research where customers/potential customers are observed. A business such as Drayton Manor might conduct primary research through observation whilst Drayton Manor consumers are in the theme park. The advantages of using observational research is that it is good for explaining meaning and context, there can also be strong on validity and in-depth understanding. The disadvantages of observation research are the following; it can be time consuming and viewed as too subjective. Attitudes cannot be studied with the help of observations.

Surveys are used as a detailed study to obtain data on factors which includes attitudes, impressions, opinions, or satisfaction levels. Drayton Manor will use surveys in order to gain further knowledge on what their consumers think about Drayton Manor. An example question would be "Rate your overall experience at Drayton Manor from 1-10". Once Drayton Manor have collated their data they then will discuss a plan on how to improve, if they need too. Surveys provide a high level of general capability in representing a large population. Data gathered is convenient. Conducting surveys you only need to pay for the production of survey questionnaires which means it isn't that expensive. The disadvantages of conducting surveys are that people might not answer the survey honestly therefore information gathered won't be accurate. Majority of the time if people receive surveys they do not answer it, therefore this can make the process time consuming, for those conducting the research.

Focus groups are hand picked group of people are brought together and questioned on their opinions of a specific product or service, this is a form of qualitative research. The advantages of using focus group is that they are useful to obtain detailed information and personal and group feelings, perceptions and opinions. Focus groups provide a broader range of information this can also be seen as a disadvantage if Drayton Manor want to gather data on a specific topic, this can also create disagreements. It can be very difficult to encourage a range of people to participate.

E-marketing is online consumer panels are used to by small and large businesses to obtain information either as a one off or as part of an ongoing project. The main advantage of e-marketing is that the internet provides 24 hours 7 days a week service to its users. The cost of spreading your message on the internet costs nothing, many social media sites such as Facebook, Google, Instagram etc allow you to freely advertise and promote your business. The disadvantages of using e-marketing is if you want to a strong online advertising campaign you have to spend money, the cost of website design, software, hardware, maintenance of your business.

Pilot research includes a control group of people try out a product or service and what they thought of it.

Secondary research uses data/information that already has been gathered from different sources either within the business or outside. Internal secondary research is when a business uses information that has already been gathered from within their organisation. This includes reports from sales, previous market research, financial records etc. External secondary research is information/data from another organisation, which includes things such as books/newspapers, government statistics, demographic data etc. In terms of

Drayton Manor and secondary research I believe that this method of research would be more useful and appropriate for a business such as Drayton Manor. As secondary research includes previous market research, Drayton Manor can look at their previous market research as well as sale report to see whether they are continuously improving or not and if not they can find ways to improve. Secondary research is often obtained without any costs. There is usually a solid overview of a specific market however data may not be updated regularly. Information gathered is usually based on actual sale figures, or research on large samples. The information collated before may not be tailored to your own needs.

Internal & External resources:

Internal:

Loyalty schemes, many retailers use loyalty schemes based on their customers spending habits, businesses are able to track the spending behaviour of their customers. For example when you think of a boots points card when you continuously purchase from the makeup department eventually boots will either email or post you vouchers for the makeup department. A business such as Drayton Manor will use loyalty schemes also known as offers/discounts around the their quieter season e.g. october as this will attract more customers and increase their sale figures.

Through advertising Drayton Manor offer loyalty schemes/discount offers to attract more consumers which helps their sale reports increase. Drayton Manor also offer customers and potential customers offers such as a family deals as well as give schools family tickets at the end of half term in summer. Hoping to gain more consumers which will help their sale figures increase.

For example right now Drayton Manor are offering season passes for "ONLY £45 including Friday 27th October FIREWORKS SPECTACULAR!" which was reduced from £70, Season Pass holders don't only get to make fun family memories, they get all of this too:

- Unlimited access to the park* until Friday 27th October 2017. – including Fireworks Spectacular (booking essential for this event)
- 20% off in all park catering outlets
- 20% off in all park retail outlets
- 20% off at the Grill Inn and hotel restaurants
- Plus much more

As this is a seasonal offer which means that the offer has a set timeline of how long the offer will be valid for. Drayton Manor discounts/offers also help to increase visitors e.g. during 2013 visitor numbers increased by 16% due to discounts therefore Drayton Manor can use secondary research from within their organisation such a previous annual reports to compare and develop new ideas on how to improve/increase next year's annual reports.

EPOS records is a computerised system that records the sale of goods or services to customers. It is a system that can take all methods of payments including bank and credit

card sales, verifying them as part of the purchase. EPOS also helps business manage and report on other functions such as stock control. EPOS enables businesses to track historical data such as the most popular product from two years ago. EPOS records could be useful for a business like Drayton Manor, as it will allow them to keep track of where their consumers are spending their money within the Drayton Manor theme park. EPOS would help Drayton Manor by allowing them to see the amount of tickets sold in peak season from previous years and recent years. As well as how many consumers purchase from their gift shop, food stalls etc. EPOS records would be beneficial for Drayton Manor as it is a form of collecting/recording their data.

Website monitoring businesses use cookies to track how people are using their website as it allows them to identify the amount a visitor spends on their website as well as what pages they look at. The number of visitors to a website can also be tracked through website monitoring. Drayton Manor could use website monitoring as it could help them discover how many people are visiting their sites annually and then compare that to the amount of sales they have had that same year. For example if they have over 1500 customers within that year looking at their site however only sold 1000 tickets, Drayton Manor can develop ideas on how they can increase their sale figures, then develop ideas on how they can improve and increase their sales of tickets.

Accounting records is historical data that can be used by businesses to identify the spending and ordering habits of their consumers. This will give the business an idea of what to expect during busy times therefore they are fully stocked and staffed in order to deal with demand. For example using the business Drayton Manor, this will help them see when a consumer has purchased their tickets either in off peak or peak season as well as when their consumers spend within the theme park on either food, arcade/games, etc. This then helps Drayton Manor know when it is going to be busy, therefore they can ensure they are fully stocked and staffed to be able to deal with demand. For example during off peak season, Drayton Manor may not need a lot of staff or ice-cream stands, etc however during the summer holidays they will need to be fully staffed and stocked in order to meet their customer's demands.

External:

Internet

The internet has a vast amount of information concerning market research. It is important that the information and data being used is reliable and up to date. Using other sources of market research is also a good idea as well as using the internet but the internet can cut down on the amount of time and money spent during market research. For example if Drayton Manor wanted to see what their competitors were offering before peak season, they have easy access to that sort of information via the internet.

The internet has become a phenomena in the past decade as it allows people to search for anything and with all the new technological changes happening right now, this gives every company an upper hand. As the internet is a very cost effective source it allows companies such as Drayton Manor to collect data whether it is through reading articles, visiting

websites, reading reviews etc to help their company to succeed or do better than their competitors. The Internet itself can be very appropriate for Drayton Manor, due to the fact that all they need to do is type in what they are looking for and numerous websites will appear.

Government statistics

Government statistics are available on the government websites and cover a whole range of topics that are useful in the market research such as population and demographics of regions across the country. A business such as Drayton Manor may look at government statistics when looking to expand their business to different locations than just tamworth they would need to look at the government statistics to see the area's population within the United Kingdom. If Drayton Manor expanded their business in an area that was not well off or low population their business may not succeed as well. However if Drayton Manor looked to expand in Scotland, it would be a lot more appealing as everyone in Scotland would visit their Drayton Manor instead of travelling so far.

Competitor reports

Competitor reports are often available on the internet, for example accounts that are registered businesses must submit to Companies House and this information can be purchased through a variety of websites. Drayton Manor might purchase information regarding their competitors, and if they believe that their competitors are becoming more successful than their business they would like to access information. Drayton Manors main competitors are Thorpe Park and Alton Towers in the UK.

Alton Towers Resort is a theme park and resort which includes Alton Towers Hotel, Splash Landings Hotel, Water Park, Spa, Golf, and Conference centre. This means that it appeals to all audiences as there is something to do for the older, middle and younger generation.

As for Thorpe Park, it is known for their adrenalin rushing, tummy turning rides that finish within a blink of an eye. The key factor that continues to attract millions of consumers are the massive and frightening heights of the rides. The Park is mainly a park however they have water rides, a lake as well as offering fright nights. Thorpe Park also facilitate for a younger audience however it mainly appeals to an older generation.

A business like Drayton Manor may look at competitor reports as it will help them compare their business to their competitors. They can either search the **internet** to see reviews and collect data, to compare prices and the offer schemes as well as how their competitors have advertised their business. Once they have collated this information they might start developing new ideas for their own advertisements/marketisation.

Specialist marketing agencies

Specialist market research agencies such as Mintel, is when some businesses buy in expertise such as the services of a market research company in order to gather information for the business either because they do not have internal expertise as well as it being time consuming. Drayton Manor might buy expertise if they are not performing so well and need to gather data to improve their advertising skills and how they can attract more people come

and visit their park. Although this process may not be time consuming for Drayton Manor, it will be expensive for them. Drayton Manor may buy in expertise if they are looking to develop a new marketing strategy which can help build Drayton Manors success.

M1 - Assess, using suitable examples, how different market research methods are appropriate in helping to meet marketing objectives and inform decision making.

1. "To create fun family memories" - Drayton Manor mission statement.

Drayton Manor accomplish their mission statement through advertisements and how they attract their target market as well as how they promote their business. Drayton Manors primary **target market** is the whole family which implies whilst they are advertising they are promoting a statement, that *"there is something for everyone!"*. Drayton Manor segment each aspect of the family market and advertise to them differently. For instance, families with teenagers, local families, holiday markers etc. Drayton Manor use tv advertisements, brochures, newspapers, and the Drayton Manor website, to attract their loyal customers as well as new customers. Drayton Manor can monitor the amount of people that visit their website via the research method **website monitoring** which will allow Drayton Manor to see how much time a visitor spends on their website as well as what pages they look at. Therefore this allows Drayton Manor to observe their success on whether they have met their mission statement by the amount of people visit their site and place a family deal ticket(s).


2. "To be the best family destination in the UK" - Drayton Manor vision.

Drayton Manor vision is "to be the best family destination in the UK" they can meet this aim by offering seasonal **loyalty offers** that specifically target the family. For example, Drayton Manor is promoting their 'Drayton's Magical Christmas' which is taking place from the 18th November to the 31st December. Although this seasonal event does not have any offers, I believe if Drayton Manor wanted to increase their sales they could offer a loyalty offer. This can include 2 adults (12-59) and 2 children (4-11) priced at £80 which will save the consumer £8, this then can attract more customers and increase the sales revenue.

Drayton Manor can also use the **Internet** to look at their direct and indirect competitors to achieve their vision. Drayton Manor can also look at **competitor reports** which allows Drayton Manor to look at the success of their direct and indirect competitors. By using the internet and competitor reports this allows Drayton Manor to analyse, evaluate and improve their marketing campaigns, website, offers etc, ensuring that they're appealing to families more than their competitors and offering/promoting events that Alton Towers, Sea Life center etc may not offer.

3. "Aim for over 1 million guests a year"

Drayton Manor can achieve their marketing aim "for over 1 million guests a year" by monitoring how many people visit their website as well as how many people place orders using the research method **website monitoring**. The advantage of Drayton Manor using



website monitoring it lets Drayton Manor see how much time people spend on their website along with what pages they look at. Therefore allowing Drayton Manor to analyse the data collected and construct a successful marketing strategy, however the process of interpreting the data can be time consuming for Drayton Manor.

Loyalty offers can be another method for Drayton Manor to meet their objective as loyalty offers attract more consumers. An appropriate time for Drayton Manor to offer loyalty offers during the summer holidays as this would attract more families to visit in their free time. Drayton Manor could also offer loyalty offers during seasonal holidays such as, Easter, Halloween and Christmas.

EPOS Records they can track the individual sales, giving them an average of how many consumers are visiting Drayton Manor each day. If there is a high sum of sales logged onto the computer system, this then implies that there are meeting their objective. However, if there is a low sum of sales logged on the system this then goes to show that Drayton Manor aren't meeting their objectives. After analysing their data, they can construct a marketing strategy which will help them meet their objective.

4. "Improve on the budgeted visitor number to see a 5% increase annually"

Accounting records will help Drayton Manor meet their objective as accounting records, is historical data that can be used by businesses such as Drayton Manor to identify the spending and ordering habits of their consumers. This will give Drayton Manor an idea of what to expect during busy times, ensuring that they are fully stocked and staffed to meet demands. Accounting records will benefit Drayton Manor as they will be able to see when a consumer has purchased their tickets either in off peak or peak season. Spending habits within the theme park can also be identified such as food stalls, arcade, game stalls.

EPOS records is a computerised system that records the sale of goods or services to customers. It is a system that can take all methods of payments including bank and credit card sales, verifying them as part of the purchase. EPOS records can help to increase the marketing aim "budgeted visitor number to see a 5% increase annually" as it allows Drayton Manor to keep track of where their consumers are spending their money within the theme park. For instance, consumers purchase from their gift shop, food stalls, game stalls, and the arcade. If EPOS records are low, Drayton Manor can advertise other aspects of their business which will attract more consumers as well increase budgeted visitor number.

5. "To hit overall satisfaction of 90% across the 2015 season"

Drayton Manor can also conduct **primary research**, specifically surveys based on consumer feedback. Conducting primary research can be done at the end of each seasonal event throughout the year, if Drayton Manor do this they will be able to collate all their data and the end of year. Survey questions can be "how satisfied are you with Drayton Manor's service". To ensure that the data collated is going to be positive, Drayton Manor can use other research methods such as **website monitoring** and **competitor reports**. Website monitoring can help to meet overall satisfaction of 90% by continually checking their website

rates, and if they are low they can produce a market plan to increase their sales which should meet their objective.

Drayton Manor can use **competitor reports** to meet their objective "to hit overall satisfaction of 90% across the 2015 season". Competitor reports can be found on the internet, for instance accounts that are registered businesses must submit to Companies House and this information can be purchased through a variety of websites. If Drayton Manor purchase competitor reports this can benefit them as they will be able to look at their indirect and direct competitor reports to find a number of different ways to advertise and market their business.

D1 - Justify the use of using specialist marketing agencies for carrying out original market research

What is Specialist Marketing Agency?

Specialist marketing agency is when a business asks a third party to collate data for their business and in return they offer them a sum. Marketing agencies offer a broader and consultative approach to help develop a marketing strategy for a business, they can also make recommendations on marketing tactics as well as offer communication services depending on their resources.

Advantages of Drayton Manor using specialist marketing agency:


- Using Specialist Marketing Agency will help Drayton Manor attract more consumers.
- If Specialist Marketing Agencies have previous data on Drayton Manor competitors, this can help Drayton Manor outshine their direct and indirect competitors.
- The research gathered will be accurate as Specialist Marketing Agencies have resources that Drayton Manor may not have, for example, software data.
- Drayton Manor will receive relevant and current data on their business.
- If Drayton Manor were to use specialist marketing agencies this will benefit Drayton Manor as the process will not be time consuming for them.
- Specialist Marketing Agencies have access to databases that can include their previous data this is secondary research.

Disadvantages of Drayton Manor using specialist marketing agency:

- A downfall for Drayton Manor using Specialist Marketing agencies is that it is an expensive service.
- Drayton Manor might receive poor quality research which will not benefit them or their marketing strategy.

Advantages of SMA doing DM research:

- If Specialist Marketing Agencies carry out Drayton Manor's research this will be very useful for Drayton Manor, as SMA have the expertise and experience to carry out successful research.
- Specialist Marketing Agencies have the resources that Drayton Manor might not have such as number of clients, previous data, software and much more.
- If the research collated was successful, Drayton Manor might

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- Specialist Marketing Agencies have a number of clients, therefore the person(s) conducting Drayton Manors work means they will be assigned to only them for however long needed.
 - As Drayton Manor is a successful business the Specialist Marketing Agencies will receive a costly cheque for their time and services.
 - If Drayton Manor are happy with the research, they might contact specific individuals and offer them a permanent position.

Disadvantages of SMA doing DM research:

- Conflict can occur between the two businesses if the research conducted is not up to Drayton Manor standards.
- If the research conducted is not relevant or suitable this can cause bad publicity for the Specialist Marketing Agency.

Conclusion:

Personally, I believe that Drayton Manor should invest into if Drayton Manor were willing to invest into using Specialist Marketing Agencies this will be very beneficial for Drayton Manor, as they have the experience and expertise needed to create a successful marketing strategy. As Drayton Manor are looking to re-develop their marketing strategy this will help Drayton Manor attract more consumers and increase their sales revenue.

Market Research Plan

Summary

My friend is aware that I am working as an apprentice for Drayton Manor and has asked if I could assist them with some market research. My friend is interested in setting up a mobile coffee stall business, she/he is aware of their competition therefore, my friend is looking to stand out from their competitors. My role is to help my friend by planning and undertaking market research and analysing the results. ✓

Objectives (research)

- To conduct market research within the coffee industry.
- To make sure that they stand out from the competition.
- To find suitable location(s) where my friends coffee stall business could go.

Set budget:

- The set budget price to conduct the market research will be £30,000.

- why?
Break it down?

P2 - Undertake secondary research for a selected marketing objective:

Secondary research:

Using secondary research will enable me to further my knowledge in the coffee industry and make comparisons between the current and old information. Being able to compare the both will enable me to construct a successful market research plan, as well as making both positive and negative suggestions that will benefit the business. ✓

I will look at **demographic data** when carrying out secondary research. Using demographic data will enable me to meet the marketing objective 'to find suitable location(s) to where my friend can take their stall during the day'. As demographic data is the statistical data of a population in a specific area, analysing information such as age, income, education, gender, and race. By looking at the demographic data this will help me find suitable locations for my friend to travel too in order to sell their coffee. I will specifically look for regions that are highly populated as you are able to interact and make more sales compared to a region that is less populated.

Using the **Internet** will allow me to access a number of sources that will benefit the growth and success of my friend's coffee stall business. As I will be able to search pretty much anything on the coffee industry, a lot of the questions myself and my friend are searching for can be answered for free. The use of the internet will enable me to meet both of the marketing objectives, as I can search suitable locations within the West Midlands for the coffee stall to travel too. Furthermore, being able to read and analyse data that has already been posted on the internet as well as being able to use the internet to collate the public's preferences.

[REDACTED]

Competitor reports are often available on the internet, for example accounts that are registered businesses must submit to companies house and this information can be purchased through a variety of websites. Competitor reports will help me meet the marketing objective 'to conduct market research within the coffee industry'. I will specifically look at reports on the coffee industry by reading the reports this will influence my decision making regarding the businesses ventures and making the right decisions. The benefits of reading competitor reports are that I will be able to notice what other coffee chains did successfully and unsuccessfully. Looking at competitor reports I will see their strategies and compare the two, however the data and information I may find can be out of date and not be relevant now.

P3 - Undertake pilot primary market research and collect sample data

Primary research:

I will use primary research to gather vital information specifically on coffee in order to help my friends business to be successful. Although primary research can be seen as time consuming and costly, it is a great way to collect current data on specific topics to benefit your market research plan and future success.

The first research method I will conduct are **questionnaires**. I will create questionnaires and distribute them locally and in the city centre. The questionnaires will ask questions such as "What is your favourite type of coffee?". My reason for conducting questionnaires are; you are able to collect large amounts of information from a large number of people during a short period of time. Using questionnaires is helps to analyse the information gathered. I am able to receive short and in depth response which helps me analyse the data more efficiently. Although I recognise the benefits of using questionnaires there are also downfalls such as, people may read differently into each question therefore responding off of their own interpretations. Individuals may complete the questionnaire in a rush and not answer truthfully which then shows the lack of validity behind the responses.

Additionally I will gather further information through **observations**. My reasoning to why I have chosen to conduct observations is due to the fact that I am able to gather more in-depth information by observing coffee lovers in their natural habitat. I will visit all the local coffee chains during different types and locations for a week. I will observe people's reactions, preferences and thoughts. Observations are seen as an easier way to understand consumer behaviour, emotions and feelings. The reliability might not be as strong as there are a number of factors that affect an individual's behaviour and attitudes. Using the method observations can also be seen as time consuming and viewed as subjective. ✓

The final research method I will be using to grasp a better understanding of the coffee community is by conducting **interviews** with the local community. Conducting interviews can be time consuming for everyone in the process however they are cost effective. As I have chosen to conduct my interviews in the city centre, this means that I will not have to pay any extra fees for a facility to conduct the interviews. I will be interviewing ten people from the general public

[REDACTED]

that have been hand picked by myself, five being from a coffee shop and the other five being out in the city centre. I will interact with individuals inside different coffee chains, there will be set five questions that I will be asking individuals who are participating in the interview process. Interviewing people in public will allow people to be more comfortable participating in the process. The set five questions will include some from the questionnaire but some unique questions too, this then will help me make suggestions for my friends business venture.

The set five questions will be:

1. Do you usually buy coffee on its own or with a snack too, if so please specify.
2. What is your favourite type of coffee? please be specific.
3. If you were to create your own unique coffee what would you include?
4. Do you only buy coffee from specific places or from anywhere and why?
5. What are your thoughts on coffee stalls?

Sample Data:

Interviewee 1:

- **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I usually tend to buy coffee on its own.

- **What is your favourite type of coffee? be specific.**

My favourite coffee, is a Spiced Pumpkin Latte.

- **If you were to create your own unique coffee what would you include?**

If I was to create my own coffee, I would include one shot of espresso, steamed milk, cinnamon, micro-foam on top of the steamed milk and chocolate syrup.

- **Do you only buy coffee from specific places or from anywhere and why?**

I always buy my coffee from starbucks because starbucks makes the best coffee.

- **What are your thoughts on coffee stalls?**

After being educated on what coffee stalls where, interviewee 1 said they wouldn't go to a coffee stall unless it was a starbucks coffee stall.

Interviewee 2:

- **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I usually tend to buy coffee on its own, occasionally I buy a brownie on the side.

- **What is your favourite type of coffee? be specific.**

My favourite coffee, is a Caramel Macchiato.

- **If you were to create your own unique coffee what would you include?**

[REDACTED]

If I was to create my own coffee, I would include almond milk, chocolate syrup, cinnamon flakes in a caramel macchiato.

➤ **Do you only buy coffee from specific places or from anywhere and why?**

I usually tend to go to either starbucks or costa because it's a well known brand and make nice coffee.

➤ **What are your thoughts on coffee stalls?**

I would try buying coffee from a coffee stall however if the coffee isn't nice, I won't come back.

Interviewee 3:

➤ **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I always buy coffee with a muffin.

➤ **What is your favourite type of coffee? be specific.**

My favourite coffee is cappuccino.

➤ **If you were to create your own unique coffee what would you include?**

If I was to create my own coffee, I would include soy milk, vanilla extract, caramel, and chocolate flakes and a shot of espresso.

➤ **Do you only buy coffee from specific places or from anywhere and why?**

I usually go anywhere to buy coffee, starbucks, caffe nero, or costa because I'm not bothered as long as I get my coffee.

➤ **What are your thoughts on coffee stalls?**

As long as the coffee is nice I will come to the coffee stalls as long as they are nearby my workplace.

Interviewee 4:

➤ **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I don't buy coffee.

➤ **What is your favourite type of coffee? be specific.**

None.

➤ **If you were to create your own unique coffee what would you include?**

Drink tea.

➤ **Do you only buy coffee from specific places or from anywhere and why?**

I don't purchase coffee.

➤ **What are your thoughts on coffee stalls?**

[REDACTED]

I wouldn't try it but i'd recommend it to my friends.

Interviewee 5:

➤ **Do you usually buy coffee on its own or with a snack too, if so please specify.**
I occasionally buy coffee but when I do, I tend to have it with a chocolate brownie.

➤ **What is your favourite type of coffee? be specific.**
The only coffee I buy is a latte.

➤ **If you were to create your own unique coffee what would you include?**
If I was to create my own coffee, I would include almond milk, chocolate syrup, cinnamon flakes, caramel, and vanilla extract.

➤ **Do you only buy coffee from specific places or from anywhere and why?**
When I do get coffee I go to costa because I like the way they make my coffee.

➤ **What are your thoughts on coffee stalls?**
I would try it, if it is local to my university.

Interviewee 6:

➤ **Do you usually buy coffee on its own or with a snack too, if so please specify.**
I buy coffee with no snacks.

➤ **What is your favourite type of coffee? be specific.**
My go to coffee is Cappuccino.

➤ **If you were to create your own unique coffee what would you include?**
If I was to create my own coffee, I would include almond milk instead of standard milk, chocolate syrup, two shots of espresso and foam.

➤ **Do you only buy coffee from specific places or from anywhere and why?**
I go to Caffe nero because its by my workplace.

➤ **What are your thoughts on coffee stalls?**
No I wouldn't.

Interviewee 7:

➤ **Do you usually buy coffee on its own or with a snack too, if so please specify.**
I don't like coffee.

➤ **What is your favourite type of coffee? be specific.**
None.

- **If you were to create your own unique coffee what would you include?**

I hate coffee.

- **Do you only buy coffee from specific places or from anywhere and why?**

N/A

- **What are your thoughts on coffee stalls?**

I would recommend it to friends and family that drink coffee.

Interviewee 8:

- **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I don't like coffee.

- **What is your favourite type of coffee? be specific.**

None.

- **If you were to create your own unique coffee what would you include?**

I hate coffee.

- **Do you only buy coffee from specific places or from anywhere and why?**

N/A

- **What are your thoughts on coffee stalls?**

I would recommend it to friends and family that drink coffee.

Interviewee 9:

- **Do you usually buy coffee on its own or with a snack too, if so please specify.**

I buy coffee on its own.

- **What is your favourite type of coffee? be specific.**

Skinny Vanilla Iced Coffee

- **If you were to create your own unique coffee what would you include?**

Soy milk, water, cinnamon, cream and syrup.

- **Do you only buy coffee from specific places or from anywhere and why?**

Starbucks because it is a well known brand and there coffee is good.

- **What are your thoughts on coffee stalls?**

I would try coffee from there, if it is near my workplace I would go there instead of starbucks.

Interviewee 10:

- **Do you usually buy coffee on its own or with a snack too, if so please specify.**



I buy coffee on its own.

> **What is your favourite type of coffee? be specific.**

Cappuccino

> **If you were to create your own unique coffee what would you include?**

Almond milk, whipped cream, chocolate flakes and syrup.

> **Do you only buy coffee from specific places or from anywhere and why?**

Anywhere that is close to my University.

> **What are your thoughts on coffee stalls?**

I would try it and recommend it to friends and family that drink coffee.

Once I conducted all ten interviews, I was able to sit down and analyse the data collected. The data collected suggested that the majority drank and enjoyed coffee. Some preferred having coffee on it's own or with a snack. The common coffee that kept appearing whilst conducting the interviews was a 'cappuccino' and the least mentioned one was a 'macchiato'. As I chose five individuals from different coffee shops and five individuals in the centre, I assumed there would be an equal divide in the results. However, when analysing the results only three people out of the ten I interviewed did not like coffee and the remaining either drank coffee regularly or occasionally. For my final market research activity, I will conduct a larger sample of interviews, so the results can be more reliable and valid on a larger scale.

Pilot Questionnaire:

1. **Do you drink coffee?**

Yes

No

2. **Where do you usually buy your coffee from?**

3. **How many times a week do you drink coffee?**

1-3

4-6

7-10

Other:

4. **What are your thoughts on the coffee stall businesses?**



5. Do you think coffee stalls will be successful?

Yes

No

6. What is your favorite type of coffee?

7. Do you prefer to get coffee from a shop or a coffee stall?

8. Where is the place you buy coffee from located?

City Centre

Locally -

Both -

9. When you drink coffee do you prefer to have a snack with your coffee, specify what snack if you say yes.

10. Would you buy coffee from a coffee stall?

Yes

No

11. Where do you think coffee stalls would be most successful in Birmingham? And why.

P4 - Undertake the final market research activity using a detailed sampling plan to obtain a range of secondary and primary data.

Sampling Plan:

The marketing objectives are the following;

- To conduct market research within the coffee industry that will benefit my friend.
- To make sure that they stand out from the competition.
- Find suitable location(s) to where my friend can take their stall during the day.

Research methods:

> Human observations:

I will be conducting human observations due to the fact that I am able to gather detailed facial expressions, body language, and attitudes whilst observing coffee lovers in their natural habitat. I will visit all the Birmingham City Centre coffee chains during different times and locations for roughly two weeks. I have chosen to conduct this type of research for two weeks only as I will need time to conduct my other primary research in a time scale of a month. Observations can be seen as an easier way to understand consumer behaviour, emotions and feelings. The reliability however might not be as strong, as there are a number of factors that affect an individual's behaviour and attitude. Using the method observations can be seen as time consuming and viewed as subjective.

> Interviews:

Conducting interviews in the heart of Birmingham will enable me to collate a wider range of preferences and thoughts. Interviews can be time consuming for everyone involved in the interview process however they are cost effective. As I have chosen to conduct my interviews in the city centre, this means that I will not have to pay any extra fees for a facility to conduct the interviews. I have chosen to interview ten people from the general public that have been hand picked by myself, five being from a different coffee shop/cafes and the other five, from the city centre. The set questions will be the same as the sampling plan as I believed they helped me gather relevant data. I believe interviewing people in public will allow people to be more comfortable participating in the process. The five set questions will include some from the questionnaire but some unique questions to, which will help me make suggestions for my friends business venture.

> Questionnaire:

I will create a questionnaire based on the coffee industry, enabling myself to gather further information. The questionnaires will be distributed in Birmingham City Centre as this will allow me to gather a wider range of perceptions and preferences. My reason for conducting the questionnaire are, you are able to collect large amounts of information from a large number of people during a short period of time. Using questionnaires helps to analyse the information gathered. I am able to receive short and in-depth response which helps me analyse the data more efficiently. The use of questionnaires is to gain data from a large sample which can be conducted at a relatively low cost. It is a quick and simple way for respondents to complete the questionnaire. Although, I recognise the benefits of using questionnaires there are also downfalls such as, people may read differently into each question therefore responding off

[REDACTED]

their own interpretations. Individuals may complete the questionnaire in a rush and not answer truthfully which then shows the lack of validity behind the responses. It is sometimes difficult to obtain a sufficient number of responses as those who are not interested will not complete the questionnaire properly. Respondents may misunderstand questions because of poor design and ambiguous language. I have chosen to increase the sample size to 20 questionnaires every week and they will still be distributed in the city centre. As questionnaires are a form of primary research and quantitative data this will let me gain statistical data that will benefit my friends business.

Questionnaire:

1. Do you drink coffee?

Yes

No

2. Where do you usually buy your coffee from?

3. How many times a week do you drink coffee?

1-3

4-6

7-10

Other:

4. What are your thoughts on the coffee stall businesses?

5. Do you think coffee stalls will be successful?

Yes

No

6. What is your favorite type of coffee?

7. Do you prefer to get coffee from a shop or a coffee stall?



8. Where is the place you buy coffee from located?

City Centre

Locally -

Both -

9. When you drink coffee do you prefer to have a snack with your coffee, specify what snack if you say yes.

10. Would you buy coffee from a coffee stall?

Yes

No

11. Where do you think coffee stalls would be most successful in Birmingham? And why.

12. How much are you willing to pay for coffee?

£1-2

£3-4

£5-6

13. What time(s) of the day do you think the coffee stall should go to different areas?

> **Internet:**

The internet will help me access a number of resources and sources that will help me construct a successful market research plan. Using the internet will enable me to look at competitor reports online, results on the coffee industry, preferences on the stall business and any other appropriate information that would be vital to the growth of my friends coffee stall business. For instance, reading a number of blogs about coffee will increase my knowledge and

[REDACTED]

understanding of what people like generically. You need to have internet access in order to use the internet. The internet can be a distraction from one's responsibilities and commitments. Using the internet can cause viruses to your software device. Looking at government statistics using the internet will influence my decision in where the stall should travel to. By using the the internet I am able to meet both of the marketing objectives stated above. My decision to use the internet is due to the fact that the internet and the power of technology is continuous momentum and is one of the fastest ways to communicate or gather information. However there are some negatives such as you need to have internet access in order to use the internet. The internet can be a distraction from one's responsibilities and commitments. Using the internet can cause viruses to your software device.

➤ **Interviews:**

As interviews are a form of primary research, this will allow me to collect current relevant data that is beneficial for the coffee industry. Interviews is also a form of qualitative data, in which I received detailed responses and honest preferences. The advantages of using interviews are body language and facial expressions are clearly identified. Although, interviews are a good way to collect data, the interview process can be time consuming to recruit and conduct. Biased responses can be delivered during the interview process. When carrying out interviews I will hand choose specifically 10 people from the city centre and the outskirts. The interview process will consist of set questions that will based on the coffee industry and the stall business.

➤ **Competitor reports:**

Competitor reports are available on the internet, for example accounts that are registered businesses must submit to companies house and this information can be purchased through a variety of websites. My reasoning behind using competitor reports is simply because it will enable me to create a well structured market research plan, as I am able to look at what other coffee chains have done successfully and not so successfully. Competitor reports will enable me to meet the marketing objective 'to conduct market research within the coffee industry'. I will specifically look at reports on the coffee industry by reading the reports this will influence my decision making regarding the businesses ventures and making the right decisions. The benefits of reading competitor reports are that I will be able to notice what other coffee chains did successfully and unsuccessfully. Looking at competitor reports I will see their strategies and compare the two, however the data and information I may find can be out of date and not be relevant now.

➤ **Demographic data:**

Looking at demographic data will enable me to meet the marketing objective 'to find suitable location(s) to where my friend can take their stall during the day'. As demographic data is the statistical data of a population in a specific area, analysing information such as age, income, education, gender, and race. My decision behind using demographic data is by analysing the demographic data, I am able to find suitable locations for my friend to travel too in order to sell her coffee. I will specifically look for regions that are highly populated as you are able to interact and make more sales compared to a region that is less populated. Although, demographic data

[REDACTED]

can help me choose the right locations for my friend to sell her coffee the data collated could be old and not up to date therefore, the reliability and validity of using demographic data can be seen as low.

M2 - Analyse the reasons for choosing particular research methods, the types of data to be collected and the sampling plan.

Human observations:

My reasoning behind choosing to conduct human observation is due to the fact that it is a form of qualitative data which allows me to gather detailed responses and information through the individual. Additionally, carrying out human observations will enable me to witness the public's reactions, preferences and consumer behaviour. As I will be carrying out observations at a number of different coffee chain in the Birmingham City Centre, this can be seen as time consuming but cost effective. However, carrying out observations can be seen as invalid and unreliable because we can not base decisions off of individuals attitudes/behaviour. For example, an individual may seem miserable when receiving their coffee however we can not make the assumption, that it is due to them receiving their coffee.

Interviews:

Interviews is a form of primary research, this will allow me to collect current relevant data that is beneficial for the coffee industry. Interviews is also a form of qualitative data, in which i received detailed responses and honest preferences. After carrying out interviews I noticed that the main positives of using interviews was that I was able to analyse body language and facial expressions are clearly. The use of visual aids were occasionally used to support the interview in order to gain lengthy comprehensive understanding. Although, the interviews were successful in gathering data, the interview process can be time consuming to recruit and conduct. There were some biased responses which were delivered during the interview process. When carrying out interviews I will randomly choose 10 people from the city centre and coffee shops for the sampling plan. Reviewing the sampling data, the interview process was not formal enough as I was not able to gain in-depth responses. However for the final market research I decided to conduct a more formal process where I asked individuals to come to a location and where I would one by one interview them. I decided to increase the sample size from 10 individuals to 50 individuals, both interview processes consisted of the same set questions and the same procedure. Once all the data was collected from the 50 individuals and I finished analysing the data, the generic responses for all 5 questions where the following;

Interview Questions:	General Responses:
Do you usually buy coffee on its own or with a snack too, if so please specify.	Most people answered this question fairly quick as most people just brought coffee on its own however 10 individuals purchased coffee with a snack. When I asked which snacks in particular 8 replied with a brownie

	and 2 replied with cupcake/cake.
What is your favourite type of coffee? be specific.	The most popular type of coffee that was mentioned was iced coffee as 20 people enjoyed this specific coffee. 18 people responded cappuccino and 12 saying a latte.
If you were to create your own unique coffee what would you include?	In particular this question took the longest to answer as most participants were first hesitant in answering however when they did they gave detailed responses. The main ingredients that were mentioned where; vanilla extract, chocolate syrup, caramel, almond milk and cinnamon.
Do you only buy coffee from specific places or from anywhere and why?	Majority of the participants specifically either brought coffee from starbucks or costa, and the generic reason was "everyone buys coffee from there and it tastes good".
What are your thoughts on coffee stalls?	There were a few participants that knew what a coffee stall was and how it sells coffee however there was an awful lot of people that were confused at first and once I explained it to them, the majority of them thought it was a great idea.

Questionnaires:

Questionnaires are a form of primary research and quantitative data which will let me gain statistical data that will be benefit my friends business. Once all the questionnaires were handed back in, I started to analyse the data. The positives of using the questionnaire is I am able to gain data from a large sample which can be conducted at a relatively low cost. Using questionnaires can be seen as a quick and easy method, however personally it was time consuming. It gave individuals the time to complete in depth and provide specific reasons for the questions. However, the negatives of conducting questionnaires sometimes it was difficult to obtain a sufficient number of responses as those who are not interested will not complete the questionnaire properly. For instance, I gave out 20 questionnaires every week for a month in total being 80 questionnaires however only received 70/80 appropriate questionnaires back. Luckily, the 70 questionnaires I received back where answered in a better forum. Another negative is the respondents may misunderstand questions because of poor design and ambiguous language. Below, I will insert a table of the findings;

Questionnaire questions	Answers = 70/80
Do you drink coffee?	Yes = 65

	No = 5
Where do you usually buy coffee from?	Starbucks = 30 Costa = 20 Cafe Nero = 10 Other = 5, from supermarkets.
How many times a week do you drink coffee?	1-3 = 20 4-6 = 35 7-10 = 10 Other = 0
What are your thoughts on the coffee stall business?	Main response: I don't know what a coffee stall is, but if the coffee is nice I would definitely revisit.
Do you think coffee stalls will be successful?	Yes = 50 No = 15
What is your favourite type of coffee?	Cappuccino = 20 Latte = 20 Espresso = 15 Iced Coffee = 10 Other
Do you prefer to get coffee from a coffee shop or a stall?	Coffee shop = 58 Coffee stall = 7
Where is the place you buy coffee from located? Locally City centre Both	City centre = 55 Local shops = 5 Both = 5
When you drink coffee do you prefer to have a snack with your coffee, if so please specify.	Yes = 40 Brownies = 25 Flapjack = 10 Cake = 20 Biscuits = 10
Would you buy coffee from a coffee from a coffee stall?	Yes = 50 No = 15
Where do you think coffee stalls would be most successful in Birmingham and why?	<ul style="list-style-type: none"> • Birmingham city centre = 40 Main reason: a lot of people visit the city centre from around the world. • Shopping centres = 10 Main reason: most likely going to attract more

	<p>customers</p> <ul style="list-style-type: none"> • Birmingham attractions = 25 <p>Main reason: for tourists.</p> <ul style="list-style-type: none"> • Industrial sites = 5 <p>Main reason: the vending machines at work are crap!</p>
How much are you willing to pay for coffee?	<p>£1-2 - 32</p> <p>£3-4 - 33</p> <p>£5-6 - 0</p>
What time(s) of the day do you think the coffee stall should go to different areas?	<p>The responses from this question were particularly the same as the public said the best times would be from:</p> <p>7am-9am - 25</p> <p>12-2pm - 25</p> <p>4-6pm - 15</p>

Competitor reports:

Competitor reports is a form of secondary research that already exists. Looking at competitor reports helped myself and my friend determine a strategy that will ensure her business's success. As we looked at market trends this will enabled us to gain a better understanding of what the business needs to do and not to do, ensuring the business's success. Whilst conducting competitor report, the advantages were that it helped determine a focus for the business. Analysing the competitor reports will enlightened us both on the sort of things my friends future competitors are doing right and wrong. However, when reviewing some of the competitor reports there was a key disadvantages of looking at competitor report was, the data that had been collated was out of date or old fashioned as it was from a decade ago.

Internet:

The internet will allow me to gather further information on the coffee industry via a number of different sources, which then will influence my market research plan. The validity and reliability of using the internet can be seen as subjective, as some people may fully stand by some sources. For instance, Wikipedia is seen as subjective as some people believe their information is valid however some people see it as false information that is continuously changed. Whilst I was using the internet there were key factors that stood out, is it is one of the fastest way to communicate with people from all over the globe as well as gather information. On the coffee industry specifically there was a wide range of topics/reports/findings that I could access, without paying for anything. The main negative of me using the internet where, there is a lot wrong information placed on the internet as anyone can post something to a website.

Demographic data:

Demographic data will enable my friend to choose suitable locations for her coffee stall business. As demographic data is data collated by the government that show statistical data on

the characteristics of a population, such as the age, gender, race and income of the people within that population. Analysing demographic data allowed my friend to focus its attention on the people who are most likely going to buy the product or service. This then can make branding and strategy easier, as I will be able to develop defined strategies to reach each population ensuring that the people in those specific demographic environment respond. However, when looking at demographic data I noticed that a company may lose potential customers who do not fit the general demographic mold because the company does not concentrate on attracting those customers. This includes the loss of sales from people who might buy the product or service for someone else, as those people might not be aware the company offers the product or service. Generally, I don't think demographic data helped as much as I thought it would have as some data was out of date. However, I gathered vital information that will help with my friends branding and marketing strategy.

Sampling plan:

Reviewing the sampling plan, I have recognised both the good and bad things about the sampling plan. For the final market research plan, I will conduct interviews in a formal setting rather than a informal setting, as I received short responses instead of detailed responses. In the sampling plan I decided to interview only ten people, five being from different coffee shops and the other five being from the city centre, ensuring that the data collated is not biased. In the final market research plan, I will interview a larger sample which will roughly be between 50-100 people, enabling myself to gather reliable data that will be beneficial for the market research campaign. As for the pilot questionnaire, I decided to keep my pilot questionnaire the same for my final market research plan as the questions asked were specific to what I was trying to find out. However, instead of handing out questionnaires in the city centre and waiting for individuals to fill out the questionnaires, I will electronically send my questionnaire out to people via emails this then will save time and be more cost effective.

D2 - Evaluate the effectiveness of the pilot research, recommending changes that should be made to the final market research activity.

Evaluation (pilot research)

Once, I conducted primary research through observations, interviews and questionnaires, I analysed the data collected. After carrying out **observations** for a month at different cafes and coffee shops, I noticed that most individuals seemed relieved and happy to receive their coffee. A common trend that was noticeable, was that most people appeared to come in miserable but once they took a sip of their coffee, they appeared to be energetic. Whilst observing, the common drink that was bought from all coffee shops and cafes were either a cappuccino or latte. The **appropriateness** of conducting observations was pretty good as there was a timeliness for observing the public as there were set times and dates to observe the general public in cafes and coffee shops. There were no costs as I myself observed the general public's attitudes towards coffee. However, the accuracy of observations can be seen as not reliable due to many factors contributing towards people's attitudes and behaviour. The appropriateness of the research method used wasn't really useful as there was no relevant data to help further my

[REDACTED]

knowledge on the coffee industry besides customers preferences. The **effectiveness** of observations can also be questioned as there is not significant data that can be collected besides analysing people's attitudes and behaviour which can give me detailed responses to their preferences on the coffee industry. Before conducting the **interviews** 10 random people were selected to partake in the interviews. During the interviews, I realised one market trend which was most people either enjoyed having coffee all year round or specifically during the winter seasons. Whilst managing the interviews, I was able to acknowledge the interviewees facial expressions and attitudes towards coffee which overall seemed mostly positive however there were individuals that seemed uninterested and irritated at partaking. The interviews lasted roughly 10 minutes with each individual and were coffee based, there were a few questions I added regarding the stall business. The changes I would include if I was to carry out interviews again, I would conduct a larger sample ensuring the reliability and validity of the research gathered. The **appropriateness** of performing interviews was good as there was a timeline of a month to conduct interviews and collate the findings from the interviews. As well as the cost being kept at a minimal as we only paid for a facility to use to conduct the interviews. The findings that were gathered was then analysed by myself. As for the accuracy of the gathering the data through interviews was upheld as the same questions were asked to every interviewee. The research method used was appropriate as I was able to gain honest and depth qualitative responses. The **effectiveness** of performing interviews was successful as it enabled me to collate further detailed responses of the general public's thoughts and preferences on the coffee industry, alongside any other enquiries that were mentioned relating to the coffee industry. The final form of primary research that I conducted were **questionnaires**. I assembled a questionnaire which consisted of 11 questions, that are related to the coffee industry and the coffee stall business. I distributed roughly 20 questionnaires, every week to the general public for a month and encouraged them to fill the questionnaires there and then. I also noticed in my pilot questionnaire I never mentioned the prices of coffee or the time(s) of the day a coffee stall should go around. However, I rectified this mistake by adding in two additional question in the final questionnaire which were based on prices and times. If I was to conduct questionnaires again, I would digitally send them out via email and receive the responses through a computerised system as this will allow a much more efficient way of collecting and analysing data from a larger sample. The **appropriateness** of conducting questionnaires was fairly good as there was a set timeline to hand out and receive all the questionnaire back, the timeline was a month. There was no costs as the questionnaires were created by myself and consisted of 11 questions and they were printed at the city centre library. The accuracy of the questionnaires can be questioned as the individuals who filled out the questionnaires could have rushed it or answered dishonestly. The appropriateness of using the research method questionnaires was successful as I was able to receive detailed qualitative data based on the coffee industry. The **effectiveness** of carrying out interviews was quite efficient as most of the questionnaires were returned and completed. I was also able to receive in-depth qualitative data.

Evaluation (secondary research methods)

Competitor reports is a form of secondary research as well as qualitative data, which implies the information that exists should have detailed responses. The **appropriateness** of looking at

[REDACTED]

competitor reports was good as there was limited **costs** as I had access to some competitor reports from the internet which were free and I only paid for two reports that were recent. The **accuracy** can be debatable as some reports were from 10 years ago, or 3 years ago. The **timeline** for carrying out this research was two weeks, as there was not a lot of reports available online, however analysing the reports was time consuming. If I was to carry out competitor reports I will personally, purchase a few more reports from the companies house. My reasoning behind this is due to wanting current and present data that is relevant to the market research I am conducting. The **validity** of using competitor reports this can be debatable as mentioned above, some competitor reports were from ages ago. As for the **reliability**, I believe that the reliability of the reports were good because one was purchased from a companies house site and the other being from trustworthy websites. The **internet** is a form of both qualitative and quantitative data, depending on what sources you refer to. The **appropriateness** overall was pretty good as there were no **costs** involved, the **accuracy** of the information gathered on the internet can be seen as subjective as I looked at bloggers preferences and opinions. However, there is also information gathered that can be seen as objective, for instance, university students reports on the coffee industry. The **timeline** for using the internet was ongoing, as information is uploaded to the internet daily, I kept a constant eye out for any new data. I would not recommend any changes regarding the use of the internet. The **validity** of the information gathered from the internet questionable as it all comes down to what people think is valid. Personally, the information gathered is seen as valid because it was appropriate for the market research. As for the **reliability** of using the internet, personally I believe that the information is reliable due to the websites and sources I gathered all the data from. **Demographic data**, is a form of quantitative data as it is statistical data provided by the government. The **appropriateness** of using demographic data is good as there are no **costs**, the **accuracy** can be disputable as sometimes the data on the government site may not be up to date. The **timeline** for looking at demographic data was a week just in case there were any changes made on the government site. If I had the choice to conduct this research market plan again I would probably not include demographic data as it wasn't necessary, simply because I could have just conducted an online survey or googled the data needed. The **reliability** and **validity** of looking at demographic data was upheld as it is statistical data provided by the government.

Evaluation (Final Market Research)

In the final market research, it consisted of a questionnaire that was based on the coffee industry. Three primary research methods were used which are; observations, interviews and questionnaires. There were also three secondary research methods which are, competitor reports, the internet and demographic data. During the summaries of which research methods were going to be used I mentioned how the marketing objectives were met by using these specific research methods as well as how this will benefit my friend's business. Although, my final market research was good I would change a few things. For instance, I wouldn't really use the research method observations again as I found it time consuming due to the fact that I never actually collected solid data based off of observing people. In my sampling plan I mentioned I would electronically email random people the questionnaire. I believe this would have been more cost effective and less time consuming, as I found myself waiting around a long time for

[REDACTED]

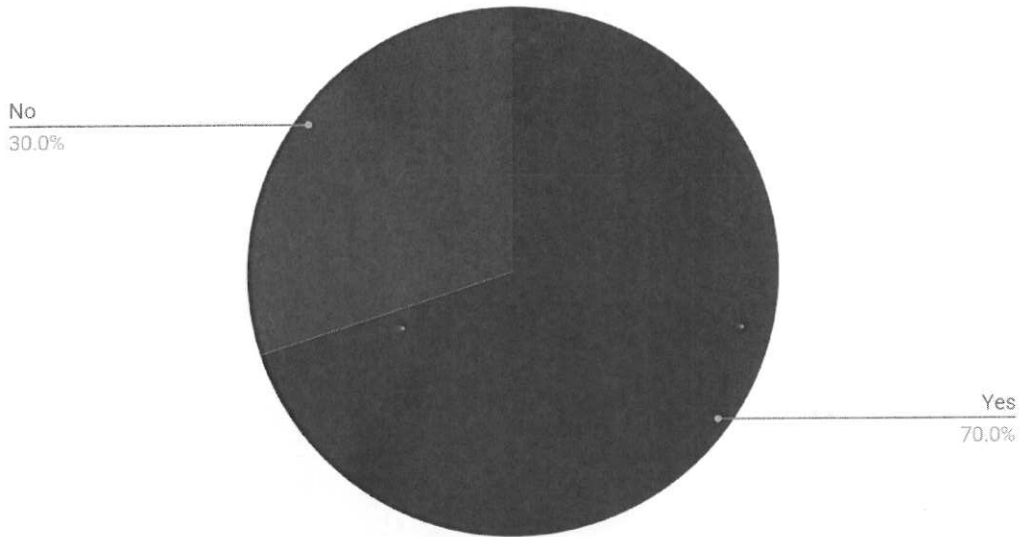
individuals to return the questionnaire back to me. The interviews were first conducted informally but once I collated the data from the sampling plan, I quickly decided to perform interviews formally for the final market research plan. I had a larger sample size of 100, this enabled me to gather a wider range of responses in detail in comparison to the sampling plan. Overall, I believe the information gathered was appropriate to the coffee industry and has helped me structure a successful plan for my friends business.

P5 - Interpret findings from the market research undertaken, presenting them in a range of different formats.

Interview Data

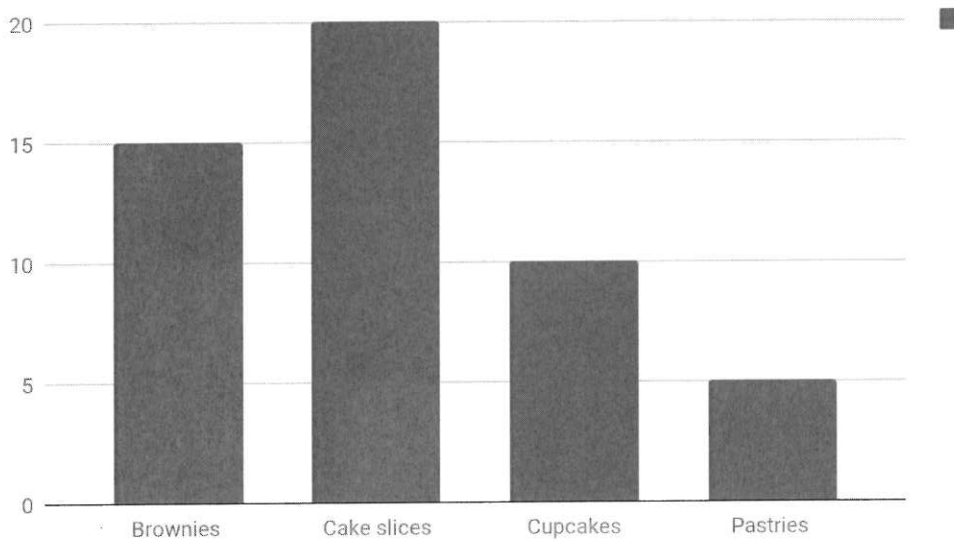
IQ'1 - Do you usually buy coffee on its own or with a snack too, if so please specify.

Snacks with coffee



This pie chart shows me the amount of people that prefer coffee with a snack as well as the amount of people that just enjoy coffee on it's own. Below is a bar graph chart that presents findings of what those individuals like alongside their coffee.

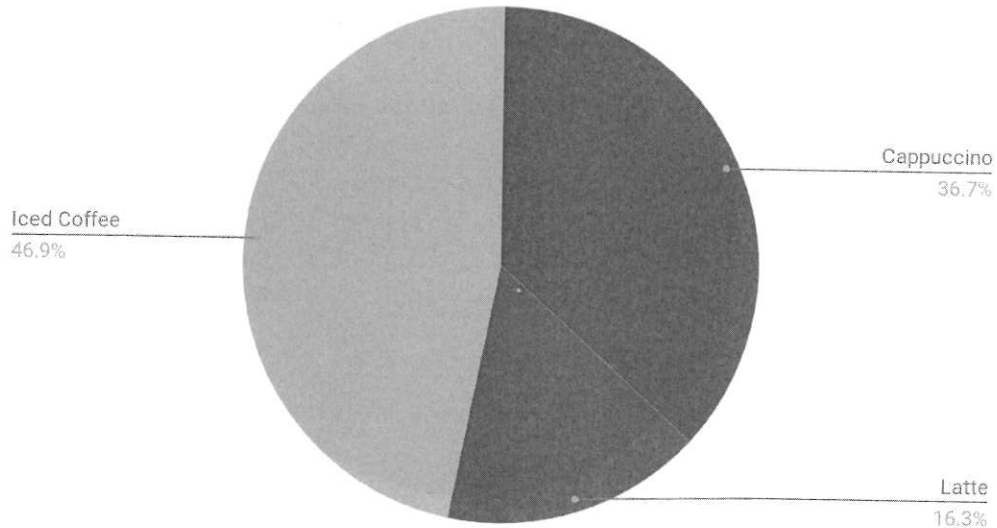
Preferences of those who enjoy coffee with a snack.



The bar graph above represents the preferences of those who enjoy coffee alongside a snack. From the result above, it is clear that the majority prefer having brownies with their coffee, therefore I would suggest that my friend thinks about providing snacks with her coffee.

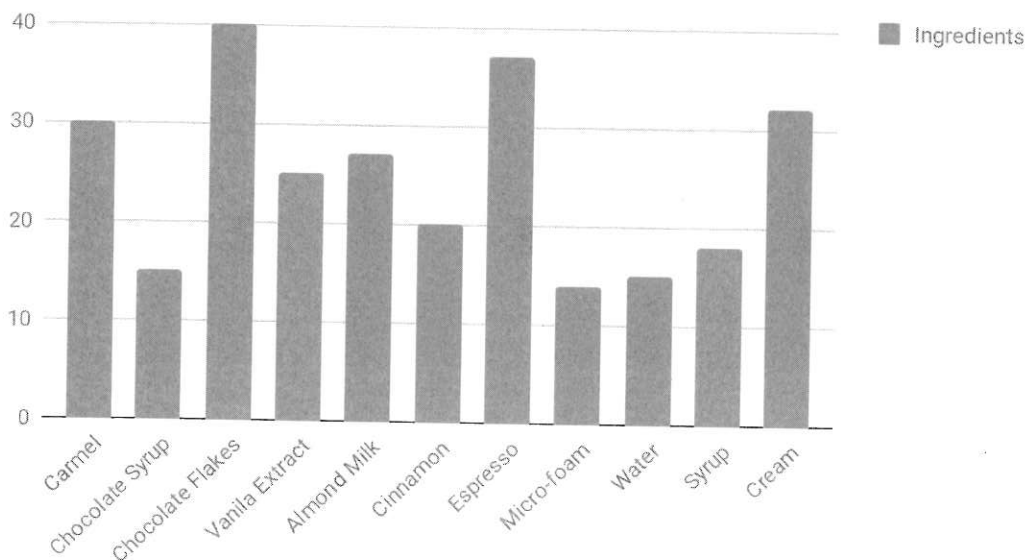
IQ'2 - What is your favourite type of coffee? be specific.

The types of coffee that my sample prefer.



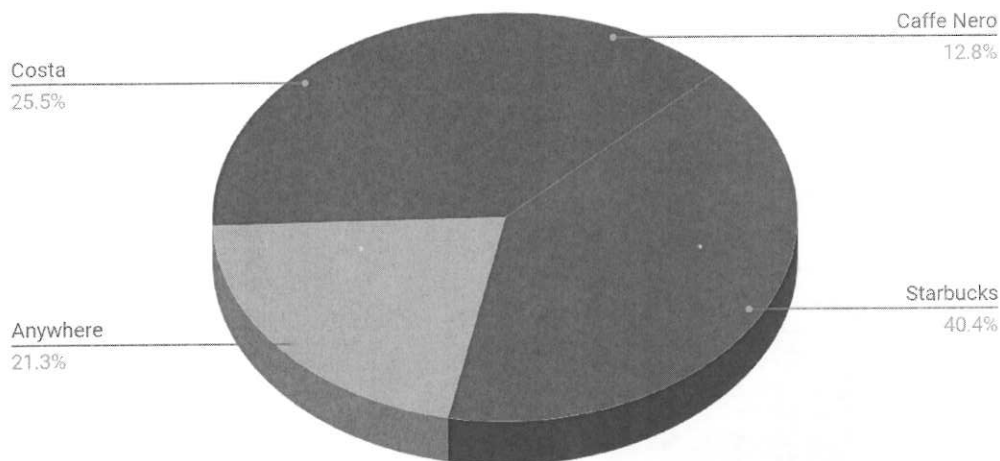
The pie chart above represents the preferences of the individuals involved in my sample. When analysing the results it is clear to see that iced coffee was the most popular as 46.9% enjoy iced coffee. Although, cappuccino has a percentages of 36.7% and latte at 16.3%, I would recommend that my friend still provides these drinks at her coffee stall, as my sample of interviews was particularly small as I only interviewed 50 people.

IQ'3 - If you were to create your own unique coffee what would you include?



The bar graph above presents the findings of the individuals preferences on what ingredients they would like in their coffee, if they were to make a their signature coffee. Ultimately, the two most mentioned ingredient is chocolate flakes. However, if you take time to analyse the graph, there are also other ingredients that are repeatedly mentioned in comparison to other ingredients. Therefore, I would suggest that my friend may acknowledge these findings and create a unique coffee to sell at her stall using the ingredients above and anything else.

IQ'4 - Do you only buy coffee from specific places or from anywhere and why?



The pie chart above indicates that most people prefer going to starbucks and costa to purchase coffee, the main responses I gathered from asking them why was, because it is a popular brand and their coffee tastes better compared to other coffee chains. As for the response towards they responded with "because they never get my coffee wrong, therefore they are reliable and make good quality coffee". Some participants also responded by saying they purchase coffee from anywhere and the same response kept repeating which was either, "I'm not bothered, I like to be in and out and have no time waiting in queues, so I go to the less packed coffee chain" or "anywhere that is close to my university, because I need that quick boost". The least popular was Caffe Nero and when the participants were asked why they went to caffe nero only, the reason was "It is the closest coffee shop to my workplace" or "caffe nero, is much more of quick pace coffee chain as not a lot of people go there". Once I gathered theses findings, I strongly suggest that my friend move her coffee stall near universities and workplaces in built up areas because she is most likely going to be more successful as the students and employees are always in a rush and need that energy boost.

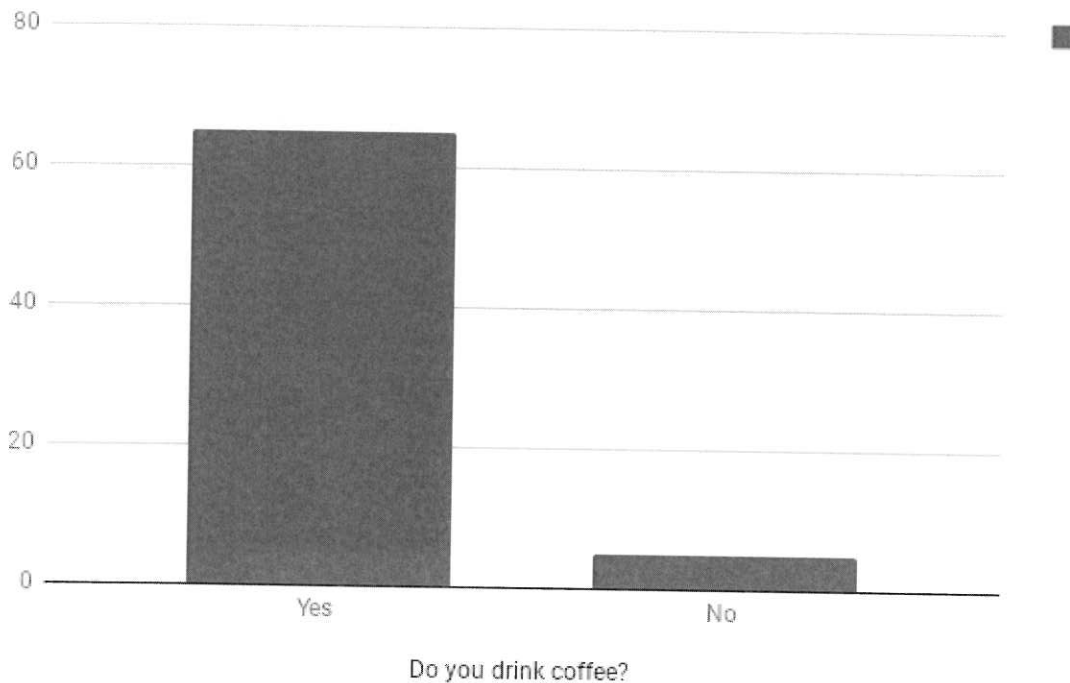
IQ'5 - What are your thoughts on coffee stalls?

I interviewed 50 participants due to costs and the timeframe I had available to me. The majority of participants had the same thoughts on coffee stalls. Some had the opinions of coffee stalls not being successful as there are well known coffee shops, where people can sit and enjoy their coffee. On the other hand, more than half of the participants agreed on the fact that having coffee stalls in Birmingham is such an innovative idea and will be successful

for a number of reasons. The reasons that were mentioned were “what’s better than having a coffee stall outside your workplace or university?”, “You can finally get coffee in the local areas”, “coffee stalls will be most successful near universities”, “they will be successful in shopping centres as the coffee shops are usually packed”. Overall, there was more participants thought were positive towards the coffee stall idea but there was also some negative thoughts regarding the coffee stall idea.

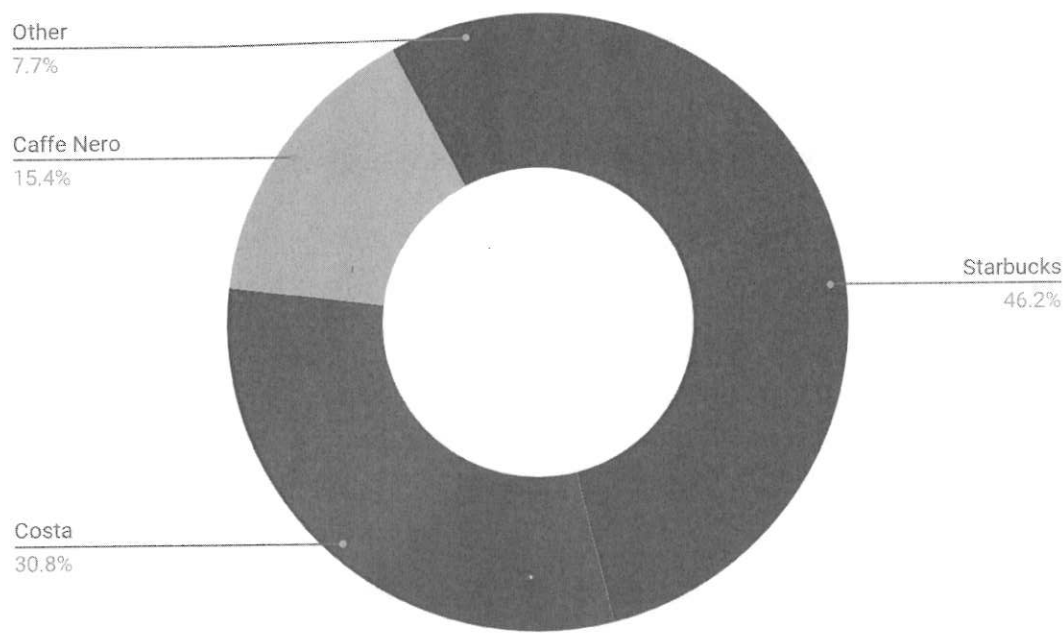
Questionnaire Data

Question 1 - Do you drink coffee?



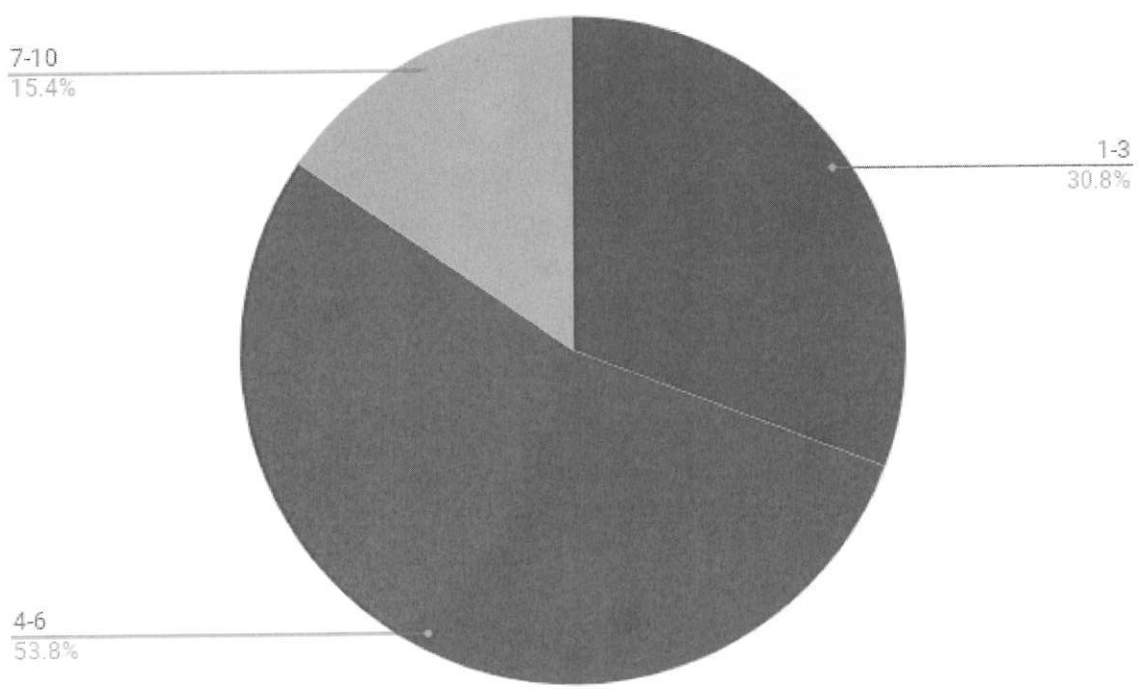
The bar graph above shows me how many participants drank coffee and how many did not. Luckily for me, majority of my participants drank coffee and only five did not. This chart tells me although 10 of my participants questionnaires were not appropriate to the task due to many reasons, there is still a lot of participants that drank coffee. Personally, I believe that the coffee stall will be successful and the fact that it would be the first coffee stall in Birmingham and that would be one of the unique selling points to stand out from other coffee chains.

Question 2 - Where do you usually buy coffee from?



The pie chart above shows me where the questionnaire participants purchase coffee from. The chart above shows that most of the participants purchase their coffee from Starbucks as just then half of the participants purchase coffee from there. Costa was also quite popular with 30.8% and the least popular was Caffe Nero. As for the 'other' category this means a participant purchases coffee from supermarkets, local shops, etc.

Question 3 - How many times a week do you drink coffee?

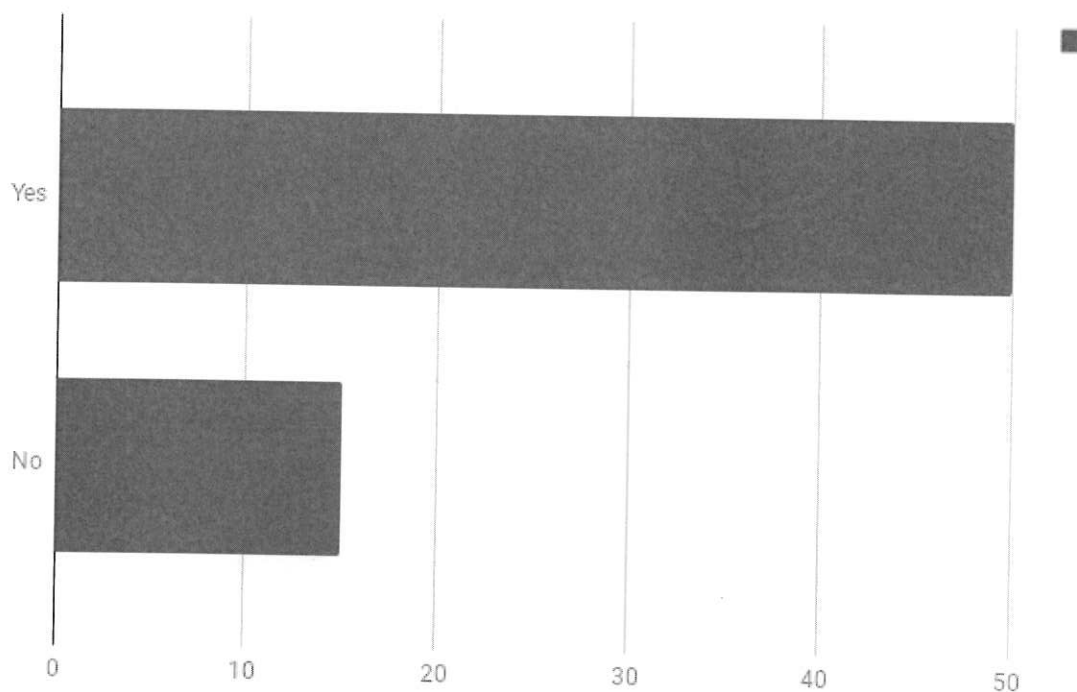


The chart above represents how often the participants purchase coffee, majority of the sample purchase coffee 4-6 during a week. This indicates that coffee is a popular drink and loyal customers continue to purchase coffee. There is room for competition in the coffee industry since so much people purchase coffee.

Question 4 - What are your thoughts on the coffee stall business?

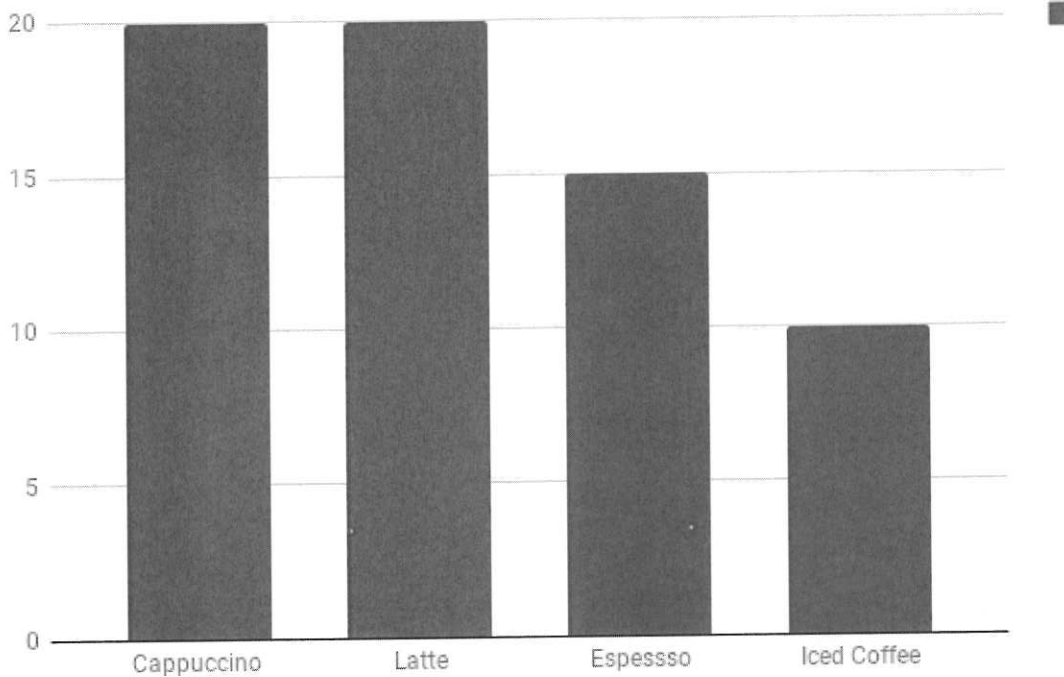
This question had a lot of mixed views and opinions as some individuals believed that it would not be successful as there is so many bigger well known coffee chains in Birmingham for instance in the city centre, shopping centres and near attractions. However half of the sample agreed on the fact that it was a innovative idea and if it successful will be a attraction for Birmingham. Others respondents asked what a coffee stall was and did not care enough to think about coffee stalls. Participants also mentioned where it would most likely be successful, the places stated were, shopping centres, near universities and workplaces in built up areas.

Question 5 - Do you think coffee stalls will be successful?



The bar graph above represents how many people believe that coffee stalls will be successful and how many participants think it won't be successful. 50 participants said yes they would be successful and 15 participants said coffee stalls won't be successful. Since there is a larger amount of people that said yes, therefore this should encourage my friend to pursue her coffee stall project.

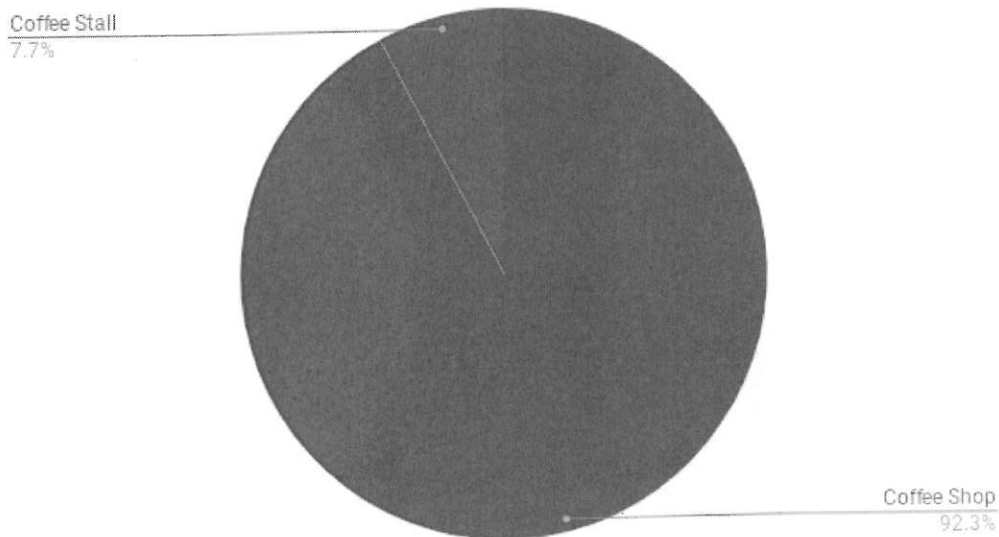
Question 6 - What is your favourite type of coffee?



The above bar graph chart displays preferences of the individuals who participated in the questionnaires. As seen above the top two types of coffee that were mentioned are cappuccino and latte. This will help my friend market her coffee stall according to the public's preferences, although this is a small sample compared to the Birmingham population, I still believe that the different ranges of coffee will be successful.

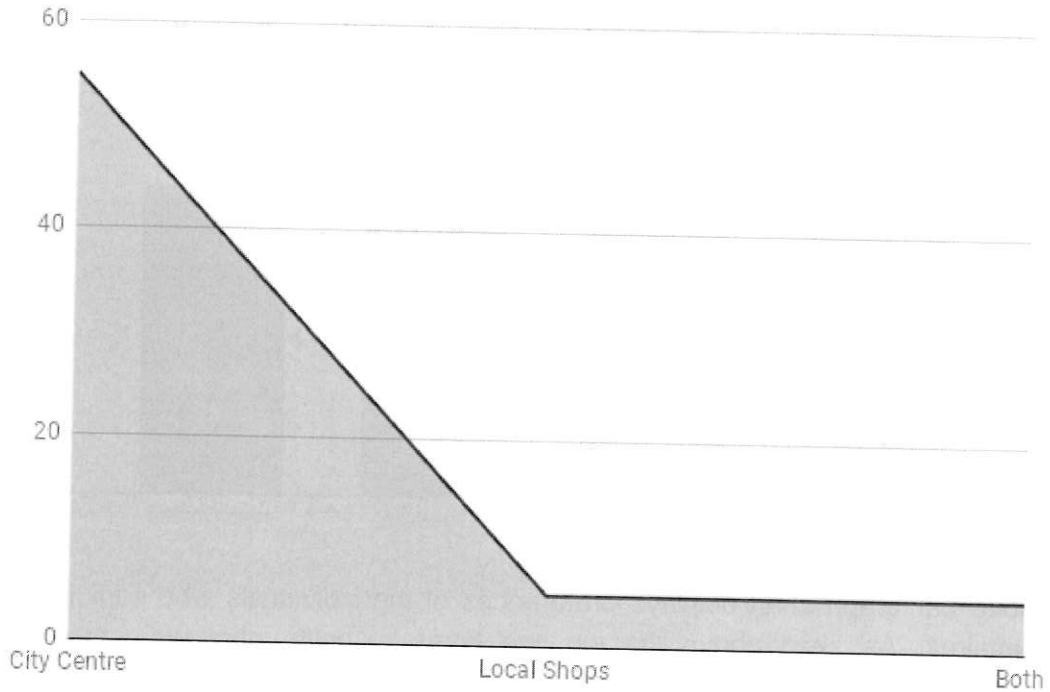
Question 7 - Do you prefer to get coffee from a coffee shop or a coffee stall?

Where do you prefer to purchase coffee from?



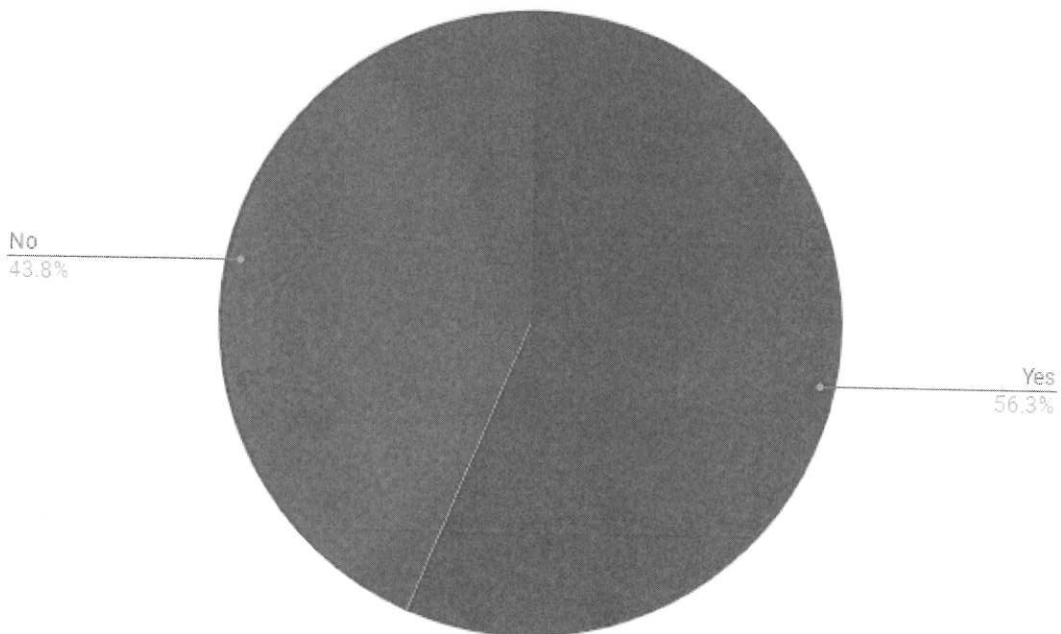
The above chart represents the participants views and opinions, however my friend will keep in mind that Birmingham does not have any coffee stalls yet and their opinions may change after.

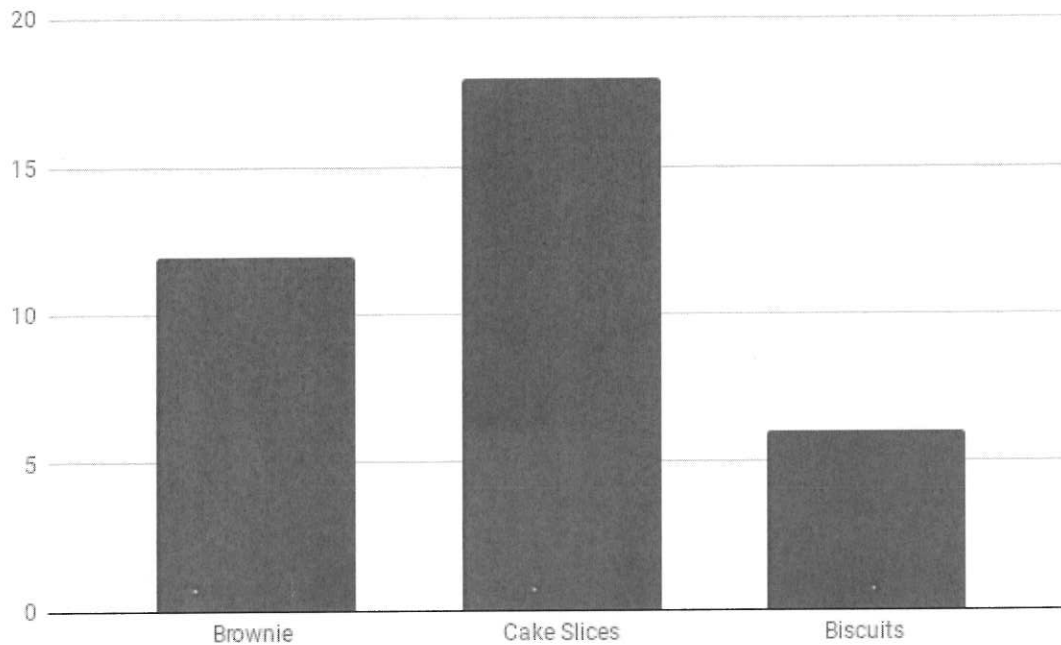
Question 8 - Where is the place you buy coffee from located?



The area chart above represents where participants usually purchase their coffee, clearly the city centre was the highest as 55 people purchase their coffee from the city centre/shopping centres. This will help influence my friends decision to choose her locations for her coffee stall.

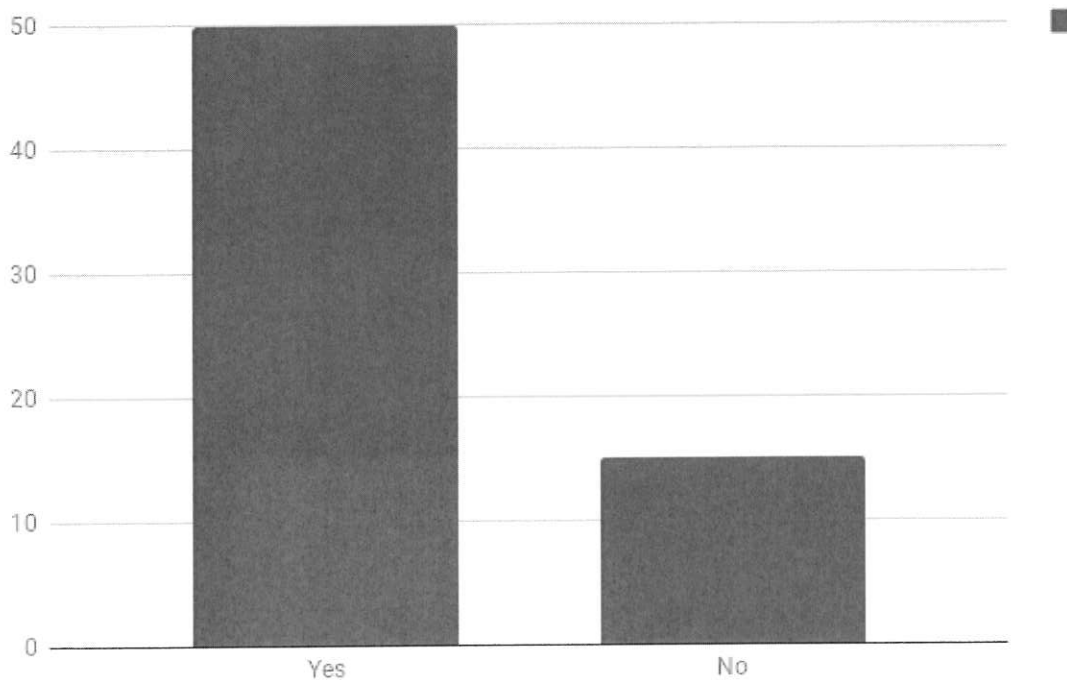
Question 9 - When you drink coffee do you prefer to have a snack with your coffee, if so please specify.





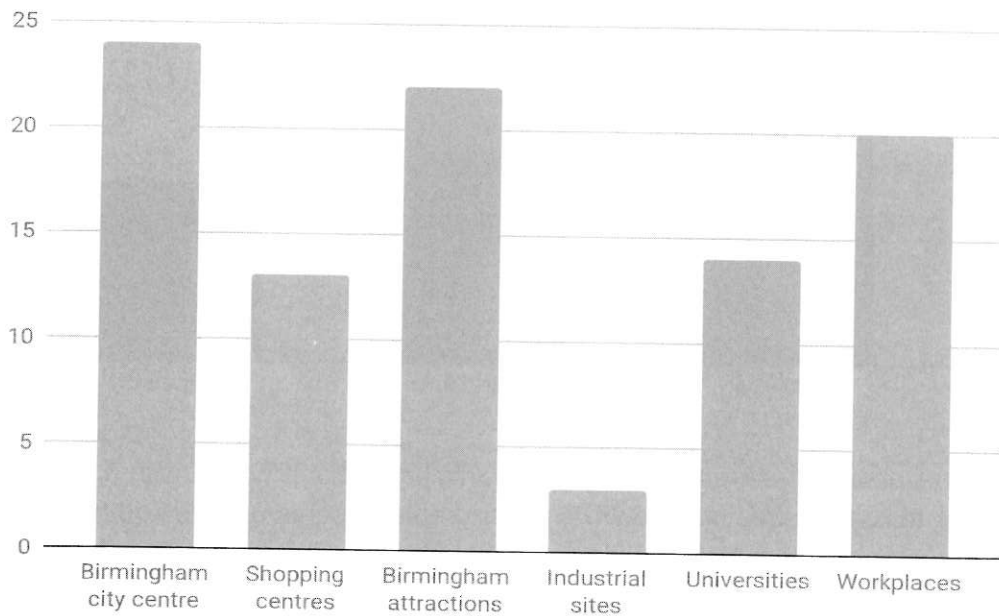
The pie chart above represents how many participants have coffee with a snack and how many prefer to have coffee on its own. The bar graph presents us with further information on what sort of snacks the participants have if they said yes. I would recommend that my friend sells coffee and a few snacks on the side, this may help the coffee stall be more successful.

Question 10 - Would you buy coffee from a coffee stall?



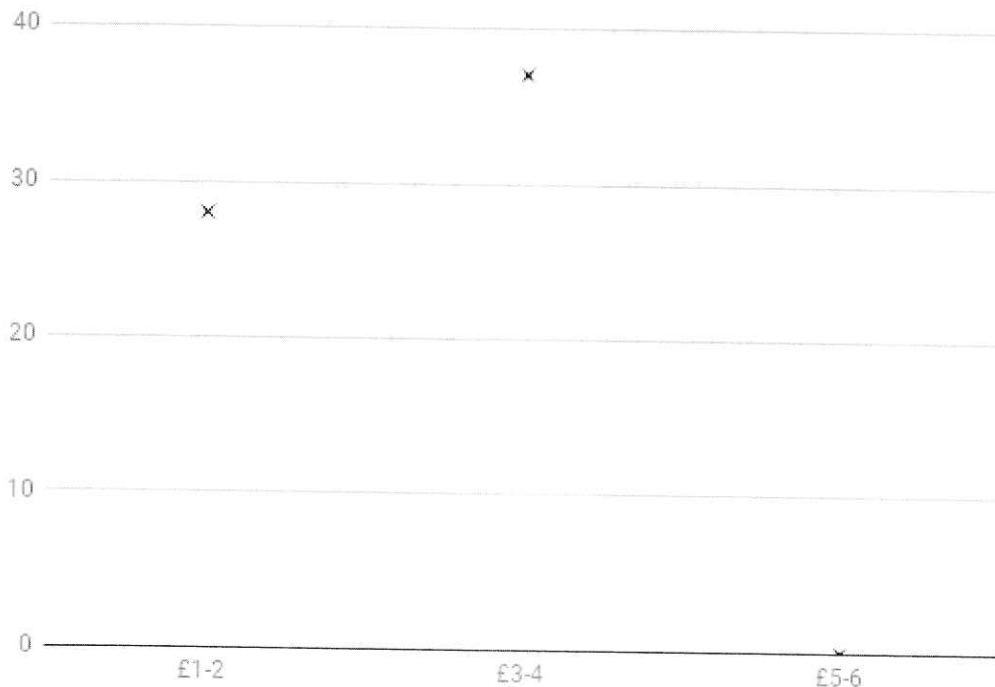
The chart above shows how many people out of the sample would purchase coffee from a coffee stall. I believe this is a positive outcome as 50 participants said they would purchase coffee from a coffee stall and 15 said they wouldn't purchase coffee from a coffee stall.

Question 11 - Where do you think coffee stalls would be most successful in Birmingham, and why?



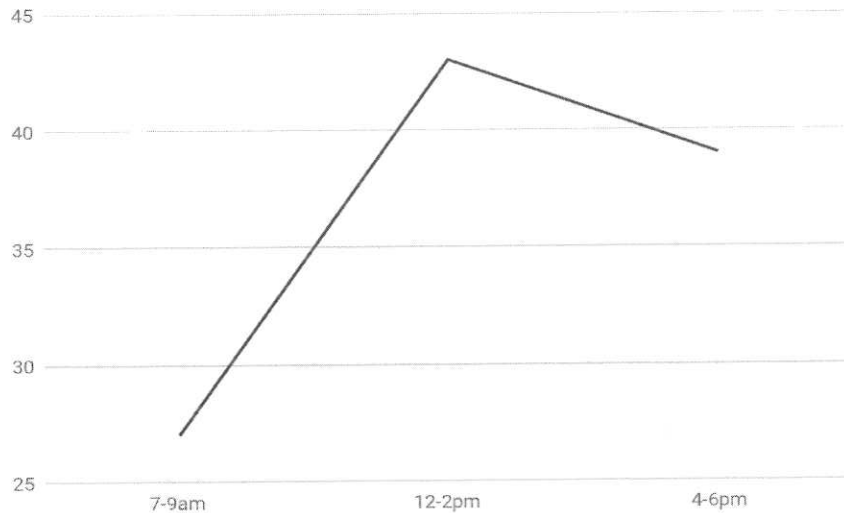
The bar graph above shows where the participants believe coffee stalls will be most successful. All participants mentioned more than one place, which suggests that they believe they'd be successful in a number of different areas which is a good thing.

Question 12 - How much are you willing to pay for coffee?



The scatter diagram above shows how much the participants in this sample are willing to pay for coffee. None of the participants said £5-6, as 37 participants said they would pay between the £3 to £4 mark and 27 participants said they would pay between £1 to £2 for coffee. Overall, this will benefit my friend as she will be able to make an informed decision on prices for her coffee at her coffee stall.

Question 13 - What time(s) of the day do you think the coffee stall should go to different areas?



The line chart above represents the times the participants would prefer the coffee stalls to be present, when asked why their main responses were “they’re the times I start and finish work”, “my university starts at that time”, “I finish school about 3:30pm and don’t get into town till about 4pm”, “my lunch break is is at 1:30”. All responses had the same style of response. This line graph will benefit my friend as she will be able to make an appropriate decision on the timings according to these findings.

M3 - Analyse the findings of the market research using a wide range of statistical techniques and comment on confidence levels.

In this report I will be analysing the findings of the market research by looking at the accuracy and reliability of the data, as well as if the data is subjective and/or biased. When analysing the data from the interview process, I found that all of the responses were biased and/or subjective. However, this was due to the questions I was asking, therefore indicating subjective and biased responses. For instance, I only asked each participant five questions and all five questions were asking for the participants preferences, opinions and wants. I will go into further detail and analyse the findings of each question, the five questions will be listed below along with a detailed analysis.

➤ Q1 “do you usually buy coffee with a snack, if so be specific”

Looking at the findings of question 1, all 50 responses were subjective and biased as the question required the participants preferences. The data’s accuracy is present, as I received the right type of responses that will help meet the market research aims and objectives.

However, question 1's reliability can be questioned due to the fact that my sample size was small and does not represent the whole of Birmingham preferences/opinions.

➤ **Q2 "what is your favourite type of coffee?"**

The data collected from question 2 were once again subjective due to the question asking for the opinions of the participants involved. All participants answered biasedly, as the type of coffee's they mentioned were what they liked. The data gathered is reliable and accurate because it is relevant to the market research but some may say that the reliability of the data can be questioned. The reliability can be questioned as it is not a representation of the whole population, and only reliable to those participants involved. However, the data collated can be utilised and help my friend make the right decisions for her coffee stall business.

➤ **Q3 "if you were to create your own unique coffee what would you include?"**

Question 3 is going to receive a lot of biased and subjective responses as it requires these type of responses. In regards to the accuracy of the information gathered, it is present as the right responses were obtained therefore helping me and my friend meet the market research aims and objectives. This question will specifically help my friend stand out from her competitors and have a unique selling point. The reasoning behind me asking this question was to find the type of ingredients the public would include in their own unique type of coffee and then eventually my friend will come up with a unique coffee using all/some and other ingredients. As for the reliability it is upheld due to receiving the correct responses and can be trusted but people will argue that it can't be trusted because it is only a representation of those individuals I interviewed.

➤ **Q4 "do you only buy coffee from specific places or from anywhere and why?"**

The findings from question 4 had a mix of subjective and biased responses. Some individuals stated that they only buy coffee from starbucks but, when they were asked why they gave biased responses such as "it is a well known brand and everyone goes there" and "their coffee tastes better than other coffee chains". Other participants chose specific places because it is the closest coffee chain to their workplace/university, which means their responses were subjective. Both the reliability and accuracy can be questioned due to the fact that most responses were either biased or subjective towards those participants needs.

➤ **Q5 "what are your thoughts on the coffee stalls?"**

Once I gathered all the data from question five and I started to analyse the findings, the responses were either positive or negative but all of them were biased or subjective. Although, the data gathered was biased or subjective it was also reliable to an extent as my sample size wasn't the largest and does not compare to the population of Birmingham. Furthermore, the accuracy of the data is present as all data collected was precise and accurate to those participants involved.

In conclusion after analysing the findings from the interview questions, I realised that I should have prepared more questions for the interviews as well as having a wider range of unique questions that were less biased and subjective. However, I still collected relevant data that benefited my market research and the questions asked helped my friend make decisions on her coffee stall business.

Now, I will be analysing and summarising the findings from the questionnaire responses. In the questionnaire there were 13 questions which were a mix between multiple choice, open questions, and closed ended questions. Once I had gathered all the questionnaires and

briefly went through the questionnaires I noticed that only 70 questionnaires out of 80 were applicable and appropriate. Only 65 participants drank coffee, therefore this is again a small sample. I will further discuss and analyse the findings of each question, the 13 questions will be listed below along with a detailed analysis.

➤ **Q1 - Do you drink coffee?**

Once I gathered all the responses and started to analyse the data I realised that 65 out of 70 participants drank coffee and only five participants did not. My sample consisted of 70 participants and the data is accurate and reliable due to the fact that it was the participants honest responses. The data was subjective as the question was asking for the participants preference. There was no biased in this question as the question was asking for a simple yes or no response.

➤ **Q2 - Where do you usually buy coffee from?**

The 65 participants all had different places they buy coffee from, therefore indicating for a subjective response. Some may argue that there may be biased in the participants responses. However, I did not ask the participants why they usually buy their coffee from that specific shop, so we can't assume that their responses were biased. The data is accurate and reliable because the responses collated where the participants honest responses and the data collected were the right type of responses to help the market research.

➤ **Q3 - How many times a week do you drink coffee?**

Question 3 also attracted subjective responses as this question was also targeted to participants preferences. There was no biased response as there was no opportunity for participants to be biased. The reliability of the data is upheld as the participants have stated how many times they drink coffee in a week therefore the data being trusted, as there was no one or nothing to influence their preference. Accuracy of the data is also upheld as the information gathered received the correct responses from the participants.

➤ **Q4 - What are your thoughts on the coffee stall business?**

The accuracy of the data can be questionable as some participants responded in detail and the expected responses were to be in detail but instead short responses were received. Nevertheless, the right type of responses were given from majority of the participants however there were a few responses that thought negatively of coffee stalls. A few participants didn't know what coffee stalls were, so those responses were seen as unreliable in comparison to the rest. The data accumulated was subjective because the question is asking for the participants thoughts and opinions. There was a few biased responses other than that there were no other biased thoughts in my opinion.

➤ **Q5 - Do you think coffee stalls will be successful?**

Question 5 accumulated subjective responses, as all the responses were either a yes or no response. The data's accuracy and reliability is present as participants had a multiple choice question where there was no room for error or influence. Personally, I don't believe there were any biased responses due to the fact it was a simple yes or no question.

➤ **Q6 - What is your favourite type of coffee?**

As this question is asking for the participants opinion and preferences, the responses are bound to be subjective and biased. Both the accuracy and reliability of the data can be questioned as the responses given were biased. However, specifically for this question I think the responses obtained were accurate and reliable for the participants involved and can

not be generalised for the whole population of Birmingham. But, can still be vital information for my friend to absorb when she starts her coffee stall business.

➤ **Q7 - Do you prefer to get coffee from a coffee shop or a coffee stall?**

60 participants responded with ticking the coffee shop box which means that 5 participants had said coffee stall. Clearly, this suggests although people think a coffee stall will be successful there is no guarantee that they would regularly purchase coffee from a coffee stall. This indicates that the responses were subjective and biased as the question was asking for their preference. Even though this indicates a not of people would prefer to purchase coffee from a coffee shop instead of a coffee stall, this does not mean that they won't purchase coffee from the stall. The accuracy and reliability of the data is present as the precise type of responses we wanted were given. However, there is some doubt in the reliability as only 5 people said they prefer to get coffee from a coffee stall and 60 participants said they'd prefer to purchase coffee from a coffee shop.

➤ **Q8 - Where is the place you buy coffee from located?**

Question 8 was multiple choice question and when analysing the findings most participants usually purchased their coffee from the city centre. This indicates that the Birmingham city Centre will be a good location for my friend to push her coffee stall around as 55 participants only purchased their coffee from the city centre. Whereas the other 10 participants were equally split between local shops and shopping centres. Personally, I don't think the responses gathered were biased as I believe there were other factors that influenced them purchasing coffee from specific locations. For example, those individuals that purchase coffee from the city centre could be due to the fact that they work in the city centre, go through the city centre to get to university/school etc. The responses were subjective because the participants answered to their preference and where they usually purchase coffee from, this also portrays the reliability in both the question and the responses. There was also accuracy in the data as the right type of responses were given which will help meet their marketing aim and objectives.

➤ **Q9 - When you drink coffee do you prefer to have a snack with your coffee, if so please specify.**

This question was also in the interview questions both received biased and subjective responses, due to the type of question they were asked. 36 individuals prefer to have their coffee with a snack and 28 participants prefer to have coffee on its own. There is both reliability and accuracy in the data collated as the question attracted the right type of responses which will allow me to meet the market research aims and objectives. Also allowing my friend to acknowledge patterns in the coffee industry and potentially influence her decisions with her coffee stall business.

➤ **Q10 - Would you buy coffee from a coffee stall?**

In the questionnaire there was yes or no box under this question, 50 participants ticked yes and 15 participants ticked no, which implies biased and subjective responses from the participants. However, the question was looking for a specific response which indicates the data gathered was correct and relevant to the market research. The reliability within the response can be questioned, because people often change their mind as time goes on, and many factors can influence their decisions in the near future.

➤ **Q11 - Where do you think coffee stalls would be most successful in Birmingham, and why?**

I expected one location from each participant however, majority of the participants mentioned a few places that they thought coffee stalls would be most successful. Question 11 received subjective responses because the places mentioned were the participants honestly thought coffee stalls would be most successful. Although the responses were subjective they were also biased responses. For example, the university students suggest outside their university and employees suggested outside their workplace. Even though the data was biased this does not affect the accuracy of the data, as we received specific locations which will all be successful. The reliability is also upheld as the locations mentioned will be beneficial places for my friend to place her coffee stall.

➤ **Q12 - How much are you willing to pay for coffee?**

Personally, I don't think there were any biased opinions just honest opinions when ticking a price range. There were subjective responses present due to the question I had put in the questionnaire, and the information gathered was what we expected and relevant towards the market research. The question had a multiple choice layout with different price ranges which helped make analysing the data easier. Both the reliability and accuracy were present in the findings as the correct responses were given as well as the data collected being relevant for the market research.

➤ **Q13 - What time(s) of the day do you think the coffee stall should go to different areas?**

The final question was on the topic of times, like the previous question I was expecting one specific time from each participant however received a few times that a coffee stall should be present. The data collected was relevant and is useful for the market research therefore the accuracy is upheld. Some participants also mentioned why they suggested those times, which indicates that the data collected is reliable. The responses were both subjective and biased because participants used timings around their schedule. For instance, a employee mentioned 7am-9am and then 4-6pm so she is able to get her two coffees for the day.

In conclusion, the data collected from the questionnaires were informative and useful towards the market research. All 13 questions had subjective responses however this was due to the market research and specific findings I was looking for. A few questions were answered biasedly, but this did not affect the accuracy or reliability of the data collated as the responses were relevant and can be utilised. I believe I could have written more questions on the questionnaires, e.g. for question 5 I could have extended that question by asking why they think coffee stalls would be successful and why they don't think they will be successful. Nevertheless, appropriate data was gathered and will help my friends progression in her coffee stall business.

D3 - Assess the limitations of the data collected and justify research planning process improvements in light of the work undertaken.

I will now examine the effectiveness of the market research process, if the marketing objectives were achieved and any recommendations for improvements.

Before, I finalised and carried out the market research, I conducted a pilot for both the interview and questionnaire. This enabled me to see if I was asking the right type of questions and receiving appropriate responses. In the pilot interview process, I interviewed 10 random people from the Birmingham City Centre. After analysing the data gathered from the pilot, I came to realisation that the sample size needed to increase therefore I increased it

to 50 people, due to financial and time issues. I also changed the fact of interviewing people in public and instead rented out a room where I could conduct one to one interviews, this allowed for more detailed responses with less room for influence. If I was able to conduct the market research again, I would increase the sample size of the interviews to 100 or 100+ participants. As this will allow me to gather further information on the coffee market as well as ensuring that the data gathered is more reliable and accurate. The effectiveness of the final interview process ran smoothly in comparison to the pilot interview process. During the pilot interview process there was a lot of background noise and influencing factors that affected some of the participants decisions. Therefore, I made the decision to conduct the interviews one to one in a room which gave me better and in depth responses and there was more time for participants to expand their point. The price of conducting both the pilot interview process and final interview process were completely different. In the pilot interview, I used my phone to record the participants responses however there was background noise and I couldn't hear the responses clearly. So overall there was no costs involved for the pilot interview process. As for the final interview process, I rented a room for a day which allowed me to conduct all 50 interviews one by one in a formal way. The only cost was renting the room as I used my phone to record the responses and made notes with my planner. I also conducted a pilot questionnaire that was also given to 10 people, to see if the right responses were being received. In the pilot questionnaire I originally had 11 questions. However, once I analysed the data from the pilot questionnaire, I realised that two important factors were not mentioned in the questionnaire. Therefore, I added two more questions based on price and time in the final questionnaire. In the pilot questionnaire, I handed out the questionnaires to 10 random people on a Friday in Birmingham City Centre, this allowed me to gather responses from a range of people. For instance, the ages varied, occupation, gender, income, sexuality etc. My final questionnaire consisted of 13 questions and 80 participants. The final questionnaire process was again held in Birmingham City Centre on different days and time of the day with a timescale of a month. For example, I handed out roughly 20 questionnaires each week, however handed them out either 2 or 3 days of that week. Week 1, I handed out questionnaires in the bullring on a Wednesday around 2-6pm and then on a Saturday between the times of 10am-12pm and 4-6pm. The following week I handed out the questionnaire near big offices/businesses in the city centre. The time of day were between 12-2pm and 5-7pm, helping me to gather useful information from employees that are always on the go. Unfortunately, once all the data was gathered at the end of the month, 10 of the questionnaires were not appropriate to use for the market research due to a number of different factors, which resulted in only 70 appropriate questionnaires to analyse. The effectiveness of the process was better the second time than the first time as there was more of a structure and set times, days to hand out the questionnaires. Whereas in the pilot questionnaire I did not set any specific times or days to hand out the questionnaires, which resulted in me handing them out on a Friday. There were no costs for both the pilot and final questionnaire as I decided to conduct the questionnaires myself on a document at home and print them off at the local library. The only recommended change I would do next time is to send out the questionnaire electronically as handing out and waiting for participants to fill them out was time consuming.

The data accumulated helped me meet the marketing objectives which were the following;

1. To conduct market research within the coffee industry.



2. To make sure that they stand out from the competition.

3. To find suitable location(s) where my friend's coffee stall business could go.

I believe all the data gathered targeted each aspect of the three aims and objectives. Suitable questions were asked in both the interviews and questionnaires to ensure that my friend's business will stand out from competition. An example is when I asked the participants what ingredients would they include in their own unique coffee, and with the information given, my friend is able to utilise it and make a signature coffee that will attract customers. I was able to deepen my knowledge on the coffee industry to ensure that the market research data collected is suitable for my friend as well as ensuring her business success in the near future. In the questionnaire I was able to ask a specific question based on locations and gave my participants room to expand their response, and the right type of responses were obtained. Although, the process was complex at the beginning it got easier and the data collated will help my friend succeed.

