

## Aim

The aim of my research is to find out whether the people I survey have used Prenzel oils before. I also want to know which of the Prenzel oils they most preferred. I also want to find out why the recipients of my questionnaires are interested in Prenzel oils. I would also like to find out from them how much they are willing to pay for a 500ml bottle of oil. From the data I collect I will be able to know which products I should sell and what areas I should focus on in my marketing when I sell the product.

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## Secondary Research

Through secondary research I found out about different prices for other similar products on the market. I also found out about the different demands for the different flavours of rice bran oils. This information helped me design my research.

## Primary Research

The best method I found to research was through a questionnaire. I think this was the best way as people could think about my questions, unlike phone or face-to-face interviews where the answers are going to be rushed because you are holding them up. I also think a questionnaire was best for the time period I had to get the questionnaire out and receive it back which would not have been long enough to do face-to-face or by phone. The type of questions I used in my questionnaire was quantitative and qualitative. These are closed and open questions. The majority of my questions were quantitative questions (closed) so that I didn't need to interpret the data too much to find out the answers I needed.

## Sampling method

I will select my respondents using quota and random sampling methods. I will use quota sampling by surveying 100% females. I will then use quota sampling again by surveying 15 females in Hawera and 15 in New Plymouth. I will then use simple random sampling to select the females from each place for surveying.

*Respondents' raw data was provided. Research findings were presented in a range of graphs.*

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## Research conclusion

In conclusion, I should go ahead with my planned business activity selling Prenzel oils.

From the market research I found that the most popular rice bran oil flavours were basic pesto, basil and garlic, rosemary and then garlic butter. These are the flavours I should look at offering. I found from my research that most people were interested in Prenzel products' oil range because of the quality of the product.

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I also found that most people are willing to pay \$24-\$25 for a quality cooking oil. I should sell mine at just below this price as that would make me more competitive in the market. I found that 22 people (73%) had used Prenzel rice bran cooking oil before.

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## Evaluation

- The main strength of my research was having a helpful supplier. This was a strength as they were willing to provide me with information about the product.
- I also found that having a helpful community who were willing to fill out the survey and return it in time was a strength as I didn't have to follow them up to return them.
- I also found that having access to a photocopier/printer was a strength as I could print out my questionnaires quickly to increase the time that my recipients had the survey for.
- Another strength I had was that oil is a well- known product that everyone uses and knows about, making it easy for everyone to answer the survey.

The main weakness I had was that handing surveys out to people in Hawera was a bit hard because I had to get other people to hand them out and receive them back in. Next time I do research I will email the survey out.