

Aims of Research

The aim of the research was to find out the different types and cuts of meat that people would be most interested in purchasing so that when it comes to setting up our business (Mouthwatering Meats) it could be known what meats would sell the best. Another aim was to find out the demographics of those interested in purchasing meat so that when marketing the meat we would know what target demographic to market to.

Secondary Data

Secondary data was collected from the meat supplier who provided us with sales statistics from the previous year (2013). He said that the majority of customers that purchase meat are women as they are usually the ones that do the weekly household shop. The secondary data from the supplier also enabled us to see what meat could be supplied to use for our business activity. We didn't want to design a questionnaire that asked questions about a particular meat that we would be unable to supply.

1

Primary Data

When conducting the survey, quantitative data was collected by using close-ended questions meaning that there were only a certain number of fixed answers to the questions. This is because we knew from our secondary research that we could only supply particular meats. To select the recipients of the questionnaire, quota sampling was used. Questionnaires were given to 40 people (100%). Of those interviewed 87% were female and the other 13% male. All were above the age of 18. The reason why questionnaires were only given to people above 18 is because anyone younger than this is unlikely to have purchased meat in the past so would not be able to give valid answers.

1

Raw data was provided. Research results were presented using a range of appropriate methods.

Conclusion

In conclusion it can be said that the market research aims were met. Our research results show that the target demographic for meat is generally females. The data collected also showed that almost as many people who purchase meat are influenced by the taste rather than the cost. However, the results show that the majority of people who had purchased Angus Pure beef purchased it based on the taste rather than the cost. This shows that non-price marketing techniques rather than price techniques should be used when marketing our product. The results of the questionnaire also show that for each and every cut of meat the majority of people were only prepared to pay in the lower price range that had been offered. This shows that Mouthwatering Meats should consider lowering their prices to something more affordable.

The results of the questionnaires show that most people would rather pick up their meat than have it delivered so pick up will be the method of distribution when selling the meat.

The data gathered also shows that the most popular type of meat is Angus Pure beef, followed by 1st class lamb, then pork. This matches the secondary research data. The primary data shows that the most popular cuts of beef were rump, then scotch fillet, then eye fillet and mince, then porterhouse.

As so few people had porterhouse as their chosen cut of meat Mouthwatering Meats should therefore not sell it as the demand for it is too low. These results are different to what was shown in the secondary data which showed scotch fillet as the most popular cut of meat followed by eye fillet, then porterhouse, then rump. This shows that the general public prefers different cuts of meat than the target customer base of Mouthwatering Meats.

The most popular cuts of lamb were leg, then rump and tenderloin. Mouthwatering Meats should therefore sell leg but only one of rump or tenderloin, probably the one with the biggest mark-up.

The most popular cut of pork was tenderloin, followed by belly which shows that Mouthwatering Meats should sell pork tenderloin but not belly as the demand was too low.

Strengths and weaknesses

A strength of the sampling method used in the market research process was that only members of our [specific religious] community were surveyed. As Mouthwatering Meats will only be selling to members of that community this increases the validity of the findings as only people who will have the opportunity to purchase meats from Mouthwatering Meats have been surveyed so only the preferences of the target market have been surveyed.

A weakness of the market research process that was followed was the sampling method as this did not account for the fact that our product would be sold in one locality. The needs of the people in one locality may differ to the needs of the people in another locality. As a result of the number of respondents of each locality not being measured, it can't be known whether one locality received more questionnaires than another. This means that the data does not necessarily give a fair representation of our intended market but could favour one location over another which means that the results could be biased.