

We are a group of year 12 Business Studies students from a college in Christchurch. We plan to raise awareness of breast cancer and raise funds to help their work by selling cupcakes – cupcakes with pink frosting as pink is the colour for females and breast cancer affects mainly females according to the statistics that we have researched. Cupcakes will be sold at our college’s community market day on [date]. Our target market is the staff and students of our college.

Aim of our research

The aim of our market research is to investigate if the students and staff at our college will buy a cupcake on our community market day to support breast cancer and if so, what price will they be willing to pay for a cupcake and what flavour cupcake they would prefer?

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Secondary Market Research

Secondary research was carried out to find out more about our target market and our direct competition. Our secondary research told us that there are currently 709 students and 72 members of staff at our college.

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Our main competition is food items currently sold at the school tuck shop that students may choose to buy at interval instead of buying our cupcakes. We concluded that the following products were our main competition from the tuckshop: blueberry muffin \$3.00, Cookie Time cookie \$2.50, apple pie \$3.00, muesli slice \$3.50.

Market Research Plan

Our primary research will be conducted using a questionnaire. We will make sure that the questionnaire is done face to face as this will ensure that the interviewer can explain questions if the respondent doesn’t understand and allow us to get our desired response rate.

We will survey 80 people in our target market using a stratified sample and within this sample randomly find individuals. We will survey this way as the tuck shop items are available for purchase for everyone in the college community, adults and all level of students. Eighty is a suitable sample size as this is approximately 10% of our entire intended target market and therefore this will give us a high level of confidence in our conclusion that will be drawn from this sample.

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Survey responses were provided. The student presented data using a range of appropriate methods.

Conclusion

We should go ahead and sell cupcakes for our college’s community market day. This is because 91% of our target market (students and staff at our college) were willing to buy a cupcakes that supported the breast cancer cause. This shows that our product will be successful and we should sell all the cupcakes that we intend to make.

We should sell our pink frosted cupcakes at a price of \$2.50 as this will keep us competitive with the school tuck shop and 74% of those surveyed were willing to pay this price. If we sell at a higher price we may not make as much profit to donate to breast cancer. A competitive pricing strategy will

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enable us to clear the market when we offer the cupcakes and also attract our target market to our product as it is cheaper than most of our other main competing products.

Student provided strengths and weaknesses and how these impacted on the validity of their conclusion.

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Improvements

60/72 of our respondents were year 9 and 10 students. The opinions and buying habits of these students could be different from Year 11 -13 students and staff. For example, pink frosting may not be appealing to the latter. We could have improved our research by making sure that in our stratified random sampling method that we market segmented each year level in our entire target market as this would allow us to capture a random sample of the entire market and make our conclusion less biased.

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We could use an online research tool like Survey Monkey to conduct our survey. As our school is a BYOD (bring your own device) school all students have access to their school email accounts while they are at school. Students prefer filling in forms online as it is quicker and easier for them so we could send the survey link to them via email. Survey Monkey also collates and presents the data for us, which saves time and will ensure results are recorded and presented accurately. Using Survey Monkey would allow us to easily increase our student sample size.

We could hold a focus group as well. We could prepare a sample of our cupcakes and invite 12 students and five staff to taste the cupcakes and provide feedback on the quality and taste of the cupcakes and the icing and whether they represent value for money. This would provide us with some very useful qualitative data and could help us improve the quality of the cupcakes before we bake 100 of them for community market day. This qualitative data would be more useful than the qualitative data we could get from a survey, especially as only 22 respondents answered our open-ended questions.

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