



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard Business Studies Level 2

This exemplar supports assessment against:

Achievement Standard 90846

Conduct market research for a new or existing product

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

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| | Grade Boundary: Low Excellence |
| 1. | <p>For Excellence, the student needs to conduct comprehensive market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • integrating business knowledge relevant to the research to support the conclusion • integrating a Māori business concept(s) where relevant to support the conclusion • discussing ways to improve the market research process. <p>The student has conducted comprehensive market research about selling cupcakes at a community market day. An aim has been identified (1) and the research plan integrates business knowledge relevant to the research (2).</p> <p>The student has analysed strengths and weaknesses of their research (3), and has discussed how the market research process could have been improved (4).</p> <p>For a more secure Excellence, the student could have further integrated business knowledge by discussing how the market research process could be improved (4). For example, Survey Monkey would have the advantage of making the data less biased, as there would be no face-to-face contact in seeking and receiving the data from respondents.</p> |

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?

1

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.

3

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.

2

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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| | Grade Boundary: High Merit |
| 2. | <p>For Merit, the student needs to conduct in-depth market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • including business knowledge relevant to the research to support the conclusion • including a Māori business concept(s) where relevant to support the conclusion • providing reasoned explanations of the strengths and/or weaknesses of the research and how this impacts on the validity of the findings/conclusions. <p>The student has conducted in-depth market research into the different types and cuts of meat that people would be interested in, for a business activity called Mouthwatering Meats assessed under Achievement Standard 90848.</p> <p>The student has included business knowledge by explaining how the secondary research enabled them to choose appropriate research tools so that the data would be valid (1).</p> <p>The student has provided a reasoned explanation of how the validity of their conclusion has been affected by excluding a question about location (2).</p> <p>To reach Excellence, the student could suggest improvements to their research. For example, the sampling method could be improved by assigning 100% of the questionnaires to the locality intended for Mouthwatering Meats (2). This would improve the validity of findings and enable better informed marketing decisions.</p> |

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.

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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.

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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.

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| | Grade Boundary: Low Merit |
| 3. | <p>For Merit, the student needs to conduct in-depth market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • including business knowledge relevant to the research to support the conclusion • including a Māori business concept(s) where relevant to support the conclusion • providing reasoned explanations of the strengths and/or weaknesses of the research and how this impacts on the validity of the findings/conclusions. <p>The student has conducted in-depth market research into whether Subway NZ should add a gluten-free bread option to their bread range.</p> <p>The student has used secondary research to plan and design the research. Some business knowledge relevant to data collection has been included (1).</p> <p>A conclusion has been drawn from the research. Business knowledge has been included to support the conclusion (2).</p> <p>The student has clearly explained a strength and two weaknesses and has linked these to the validity of the conclusion (3).</p> <p>For a more secure Merit, the student could include more business knowledge. The student could also strengthen the link between strength/weaknesses and the validity of the conclusion (3). For example, surveying over the phone and reaching more locations would make the data a fair representation of Subway customers, and would produce less biased data.</p> |

Research Aim

The aim of our market research is to determine whether there is sufficient demand/interest for Subway to add a gluten-free bread option among their current varieties of bread in their New Zealand stores.

Secondary Research

We used gluten-free statistics of current fast food competitors supplying gluten-free bread. This information came from Subway's current test of gluten-free bread in America. This helped us carry out our secondary research.

Other secondary research that we used was: fast food competitors who stock gluten-free products (bun/bread/bases), and current 2014 nutritional information. We found that Hells Pizzas offer gluten-free pizza bases; Dominos NZ offers gluten-free pizza bases, toppings and sauces; Mexacali Fresh NZ offer corn tortilla tacos.

We also conducted other secondary research which allowed us to gain a wide range of statistics and information.

Primary Research

Primary research was carried out by the whole group who chose different shopping centres. We decided that this would give us more insight as to how different locations affected the results. Primary data was gathered using a questionnaire that contained seven yes/no, multiple-choice, and closed and open ended questions that allows the possible consumer to show us their interest or doubts towards Subway gluten-free bread. We issued the survey to 102 people; 17 questionnaires were assigned to each member of the group. We collated results at the end. The questionnaire was designed by me with the group giving it the final approval.

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Survey responses were provided. Research findings were presented in a range of appropriate charts and graphs.

Conclusion

Although Subway is a popular fast food business we were still surprised with the fact that of the 102 people we surveyed, 75% were already customers. Even though 25% of those surveyed were not currently Subway customers, they were still interested in trying the gluten-free bread. It was good that we had a sample of people who didn't currently buy at Subway as this gave us a chance, through open ended questions, to see if they would be attracted to Subway if there were more options.

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We had thought that many people would not be satisfied or not like gluten-free bread and would be reluctant to try it. A variety of reasons for interest in trying the product would indicate the reasons that Subway could market the bread, as the sample did indicate in our open ended questions what attracted/interested them to try the product. The most popular reason was for its health benefits, followed by the fact that it was new. This also shows that even though people may not be gluten-free they felt they would benefit from it in other ways. Subway's marketing could emphasise these points, hopefully attracting lots of interest within the market.

94% of gluten-free people we surveyed would try the gluten-free bread variety if Subway offered it. This convincingly shows interest in launching the gluten-free option. If they did so, Subway would most likely gain a larger gluten-free customer base. Also, non-current but potential Subway customers would start to support Subway because of the gluten-free range.

Evaluation of Research

A strength of our research was our large sample number of 102 questionnaires, all of which were personally administered in order to engage and clarify anything, required a huge amount of effort from each member. Each group member carried out 17 surveys. This required a lot of organising, planning and most of all time and effort. While we could have minimised the workload by having a smaller sample, this would have resulted in possibly weak/weaker results that wouldn't be enough to base a conclusion on.

A weakness of our market research was question 2 of our survey, "what area do you currently live in?". This was originally designed to find out what Subway location we would hypothetically bring the gluten-free bread to. But as we personally administered the questionnaire in set locations, data from question 2 became irrelevant. If we had conducted the questionnaire by phone we could have gotten a larger variation of location and this would have impacted on our results (who was gluten-free and wanted to try the product).

Another weakness was question 6b; if the interviewee answered yes to question 5, they were not necessarily gluten-free themselves but could have known friends or family who were. The Yes answer would automatically refer them to question 6b. But there was confusion due to the wording saying, "if you are gluten-free would you be interested in purchasing a gluten-free bread option from Subway?"

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| | Grade Boundary: High Achieved |
| 4. | <p>For Achieved, the student needs to conduct market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • identifying the aim of the research • planning and designing the research • collecting and recording sufficient primary data relevant to the aim of the research • presenting the data using a range of appropriate methods • drawing a conclusion from the research • stating business knowledge relevant to the conclusion • stating a Māori business concept(s) where relevant to the conclusion • stating strengths and/or weaknesses of the research. <p>The student has conducted market research about an existing product, Prenzel Oils, in order to gather data about what to offer potential consumers for their a business activity assessed under Achievement Standard 90848.</p> <p>The student has identified an aim and planned and designed the research after collecting secondary data (1). Data has been presented using a range of appropriate methods (2).</p> <p>Sufficient primary data relevant to the aim has been collected and recorded, enabling a conclusion to be drawn (3).</p> <p>The student has stated business knowledge relevant to the conclusion by suggesting a price for the oil to be sold in their business activity (4).</p> <p>Strengths and weaknesses of the research process have been stated (5).</p> <p>To reach Merit, the student could provide reasoned explanations for the strengths and weaknesses, and comment on how they impact on the validity of the conclusion (5).</p> |

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.

1

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.

2

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.

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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.

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| | Grade Boundary: Low Achieved |
| 5. | <p>For Achieved, the student needs to conduct market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • identifying the aim of the research • planning and designing the research • collecting and recording sufficient primary data relevant to the aim of the research • presenting the data using a range of appropriate methods • drawing a conclusion from the research • stating business knowledge relevant to the conclusion • stating a Māori business concept(s) where relevant to the conclusion • stating strengths and/or weaknesses of the research <p>The student has conducted market research into whether the public would prefer tea or coffee on the Rail Trail, for the purpose of selling this product from a small van.</p> <p>A research aim has been identified (1).</p> <p>A research tool has been planned and designed (2).</p> <p>The student presented a sufficient range of data using two methods (3).</p> <p>A conclusion has been drawn from the research (4).</p> <p>Strengths and weaknesses of the research have been stated (5).</p> <p>For a more secure Achieved, the student could state business knowledge relevant to the conclusion, by making a statement such as <i>'I could have used a stratified sample and only interviewed those riders on the trail. This would have allowed me to question my intended target market and provided me with more accurate data from which to draw a valid conclusion'</i> (4).</p> |

On the Rail Trail there are great distances between refreshment stops. The weather on the Rail Trail can change from extremely warm to quite cold conditions. One of the places on the Rail Trail is Waipiata, where there is one pub and no shops. The local pub does not open until 11:00 am. This is inconvenient for the people on the Rail Trail because they have been on the trail since around 7:00 am and are looking for refreshments before the pub opens. Also, as many Rail trail people are families they may not feel comfortable bringing children into the pub.

The scenario for this assessment is that I have bought a roadside/mobile coffee van and have already done research on other products such as cold drinks and snacks.

Aim of Research

Before I open my business I need to research what customers' preferences are for hot drinks. Research will give me a fair and accurate indication of what I should have for sale and the amount I can expect to sell. As my business is a small van it is also important to know much product to buy. I intend to question people on whether they prefer coffee or tea and this will give me an indication of how much of each product to purchase and keep in stock and whether or not there is a market for tea and coffee. My research aim is therefore to question the local population about whether they prefer tea or coffee.

1

Secondary data

I will obtain secondary data from the E Café on tea and coffee preference by speaking with the owner Mrs R. This is because access to the working population, especially those aged 20-40, is difficult in such a remote location. The target market, which is cyclists on the Rail Trail, is not available at this time of year so I will use a comparison of the local population.

Plan

As all age groups use the Rail Trail and there are also a few locals in the area I will include all ages from 10 years up, divided into categories such as 10-20, 20-40 etc. The reason for this is that different age groups use the Rail Trail at different times, e.g. in the holidays there are more young families.

Due to it not being the Rail Trail season, I will get my samples from mostly the local population. I will question 50% males and 50% females but not graph it. The reason for this is I will not gain anything by graphing it.

I will do the data collection in Ranfurly because there are only 20 or 30 people in Waipiata and most work or are at school during the day. I will gather primary data by interviewing members of the public. People of Ranfurly as well as passing tourists will be interviewed. Places of research gathering include the street, school, the Chalet (old-age pensioners) and café customers. Ages 10 and above will be divided into 4 categories 10-20, 20-40, 40 -60 and 60+. I will use yes/no questions or closed straightforward questions. I will not use questions where the public could tell me endless drinks. For example, if I asked their preferred drink, then they could say anything from V to mochaccino. The outcome would be near endless, so open ended questions would allow me to get a good conclusion as to what hot drinks to offer in my small van.

2

Research findings were presented in bar graphs and a pie graph. Some data was presented in raw format (handwritten survey responses).

3

Conclusion

From my data I found out that most of the population I interviewed preferred tea as shown by the blue bars in my bar chart. Coffee came second and 'other' came last for all age groups except the 10-20's, where the coffee was the least preferred.

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In the other bar chart it is shown that when consumers buy hot drinks at a café, 99% of them prefer coffee and 1% of them prefer tea. This is true for all adult age groups.

Strengths and Weaknesses

There were no real strengths in this research apart from the age groups. Different age groups use the Rail Trail at different times during the season, so having clear age groups made it easier to get more valid results.

- One of the weaknesses was that I asked the locals. This was a problem because they are not the target market.
- On questioning the owner of the E-Café I discovered that consumer behaviour was completely different at a café than at home.
- I concluded that the research needed to be done differently to guarantee a more valid result. The reason why this didn't work for my situation was that the behaviour of people changed in different situations.
- It would have been an advantage to also find out the number of on average using a specific part of the Rail Trail on a weekly basis during the season.
- I could have conducted the survey of trail riders during the Rail Trail season instead of interviewing locals as they were my actual target market.
- I also could have collected secondary data from another similar business on another part of the Rail Trail as a starting point, for example, the Ida Valley Kitchen. This would be a good choice considering it won't be in direct competition with me.

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| | Grade Boundary: High Not Achieved |
| 6. | <p>For Achieved, the student needs to conduct market research.</p> <p>This typically involves:</p> <ul style="list-style-type: none"> • identifying the aim of the research • planning and designing the research • collecting and recording sufficient primary data relevant to the aim of the research • presenting the data using a range of appropriate methods • drawing a conclusion from the research • stating business knowledge relevant to the conclusion • stating a Maori business concept(s) where relevant to the conclusion • stating strengths and/or weaknesses of the research. <p>The student has conducted aspects of market research about whether Whittaker's L&P chocolate should become a permanent product in the market place.</p> <p>An aim has been identified (1).</p> <p>There is evidence of some planning for primary research (2).</p> <p>Some business knowledge has been stated throughout.</p> <p>To reach Achieved, the student could use a variety of methods of presenting the research results. The student could also state strengths and weaknesses in relation to the research aim rather than in relation to planning and designing the research. In the conclusion, the student could focus on data relevant to the aim and exclude erroneous data such as pricing and favourite brands.</p> |

Purpose of Research

The aim of our research was to be able to find out from the public if they wanted the Whittaker's L & P chocolate to become a permanent product in the market place.

1

Secondary Research

Secondary research is the use of information that has already been collected and is available for use by others. The information may be from either internal or external sources. This is our secondary research that our group was able to find out about our product. Most of this secondary research is qualitative data which deals with descriptions and can be observed.

- Whittaker's Chocolate lover's Facebook has over 300,000 likes and over 21,000 likes for L & P Chocolate.
- The majority of Chocolate lovers love the taste of the L & P chocolate and how it has the fizzy taste of the L & P drink and white chocolate.
- L & P Chocolate brought together two of NZ favourite brands and it delighted Chocolate lovers nationwide.
- L & P Chocolate won two awards at the people choice awards 2013. They won "Best New NZ Product" and "Most Innovative NZ Product".

Primary Research

Primary research is any type of research that you go out and collect yourself. Our group decided to go out into town and issue survey forms to the public. We wanted to find out what they thought about the L & P Whittaker's Chocolate and if they wanted it to become a permanent product. We used three 'yes or no' questions, one multiple-choice question and one normal question.

2

Our primary research was random sampling. This means we got consumers/people we don't know to answer our survey. However, because each person in our group had got 10 or fewer surveys while we were in town, we decided to ask people that we knew. For example, I asked a couple of friends and family. So in the end our research wasn't entirely random sampling.

An advantage of random sampling is that we could go to anyone we wanted to fill out the survey if they were willing to which made us have no requirements of who and who not to ask. A disadvantage for us was that lots of random people didn't want to fill out our surveys and this was stressful, so we stopped the random sampling method and asked people we already knew.

Respondents' raw data was provided. A range of methods was used to present data.

Research conclusion

Our main goal and purpose for our group's research was to find out from the public if consumers wanted Whittaker's L & P Chocolate to be a permanent product. We found out that of the 40 people we questioned, 30 consumers said they wanted the L & P Chocolate to become a permanent product but 10 people said they didn't. This led us to conclude that more consumers wanted L & P Chocolate to become permanent. This was actually the main purpose of our research.

We found out that mostly everyone knew about the product with 37 consumers knowing but three not knowing. Our last 'yes or no' question asked if the consumers agreed with the price of \$1.50 for the chocolate bar. There was a mixed reaction, with 24 consumers agreeing but 16 not agreeing that the bar should be \$1.50. We asked only one multiple choice question, to find out what was their favourite type of chocolate from Whittaker's, using the scale 1 for their least liked, and 5 for their favourite. We were very surprised that mostly everyone enjoyed peanut slab as this got the highest number of fives with fifteen. Our very last question was a simple question to find what their favourite brand of chocolate was. Whittaker's won getting over 23 people liking their brand, Cadbury came second and Kinder Surprise came last.

Our research was mostly quantitative which involves numbers. This gave us data to find out percentages and totals of what people thought of each question. To conclude our research we are able to say that consumers have enjoyed the L & P Whittaker's Chocolate as it has become a very well-known product and consumers would definitely love it if it became permanent. Therefore it should not be taken off the shelves.

Strengths and Weaknesses

- We worked well as a team to collect the research.
- We had very well thought out questions on our surveys.
- Our primary data was mostly quantitative.
- We didn't have enough questions that we could ask on our survey.
- We were sometimes turned down by consumers who did not want to do our survey.
- We could be a bit more organised with trying to do our assessment quicker.
- Our primary research was at one point very weak. We did not gather enough information from the public and really our questions didn't get us enough information. Rather than make create new questions (and bin the surveys we had already done) we decided to question more people so we handed out more surveys.