**MODULE M4 RESEARCH METHODS ACTION POINTS**

**10. Plan Future Research**

**9. Analyse Results/ Draw Conclusions**

**8. Extend to Full Testing**

**7. Pilot Studies**

**6. Budget and Control**

**5. Decide Sample Sizes**

**4. Plan Primary Research Methods**

**3. Review Secondary Data**

**2. Develop Research Objective**

**1. Analyse the Research Problem**

**MODULE M4 SELECTING RESEARCH METHODS**

**1. Rationale**

* Research is required to determine a market opportunities exist.
* Research and subsequent testing enables you to make mistakes on paper.
* Research reduces the risk of failures.

**2. Definition**

* Secondary research data is that which is already published and available.
* Primary research involves you collecting your own data.

**3. Advantages**

Refer to secondary research first because it is quick and economic and primary data is time consuming to collect but tailored to your need.

**4. Action Points**

Selecting and planning research methods to be used is likely any other planning activity.

* Decide your research objectives
* Review secondary data
* Plan primary research methods
* Budget and control
* Carry pilot studies
* Extend to full testing
* Analyse results
* Draw conclusions
* Plan future research

**5. Do’s and Don’ts**

* Do avoid yes-no answers in questions go for a range
* Do ask questions about recent past experiences
* Do select the right sample size

**6. Thought Provoking Questions**

Q1. Is your choice of method dependant upon your objectives?

Q2. Have you collected all of the secondary data?

Q3. What dicatated the size of your sample?

**7. Best Resource for Help**

Easterby Smith et al (1991) Management Research, Sage, London

Consult your tutor about questionnaire design

Market Research Society, London

Hague and Jackson (1991) Market Research, Kogan Page, London