Submitted to

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Assignment: Marketing Research

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Section: "A"

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Chapter No:- (1)

"Marketing Research in process"

PROJECT:- 1.29

Interview a manger in a nonprofit organization. What types of decision does she or he make? How (does) research help with those decisions?

As a manager for a non-profit organization he or she can make quality decisions which turn problems into opportunities and satisfy the obligation of their stakeholders. In a nonprofit organization, decision-making is impacted by both the internal and external environment. Everything from the size of the organization to the resources it has available and to the goals and strategic plan of the organization. In this sense research can help for the decisions that before taking the new decision they have to be complete information and knowledge about the situation and in this situation research can help for the decision of nonprofit organization.

PROJECT:- 1.30

Interview someone who has worked in marketing research for five years or more. Report on their perceptions of this type of career.

The perception of marketing research of their career is that marketing is the very massive field with numerous dimension and full of interesting and worthy knowledge that help you for the new ways of thinking and if you use for your organization so that will very helpful for that get your goals successfully. Marketing plays the important role for understanding the whole market around the world and that vary from every country, city and area but its help as well as find the customers and consumers behavior related to the products and services and much more massive

information you did not ever hear or see but you will get these only for the research and that's all.

PROJECT:- 1.31

Interview someone in sales or marketing management. Determine their use of and attitudes toward marketing research.

Sales or marketing management attitudes towards marketing research is that the they are very helpful for the research of marketing because the sales department or team are directly face to consumers and customers and get the primary data about product, market and anything they want and the marketing management also help to organize and manage these things like peoples in and outside of the organization and also they will help the consumers mindset towards the products etc. then the marketing research is based on that data or information for their research and make forecasting related to the sales or market etc. cause of that those are connected to each other.

PROJECT:- 1.32

Review publication such as the Wall Street Journal, Advertising Age, and Business Week. Find and report on five application of marketing research.

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research and make forecasting related to the sales or market etc. cause of that those are connected to each other.

1) Product research: It comprises the study of product design, features, quality, brand tracking, brand preferences, product lines, and rationalization of product lines.

2) Market research: market research may be applied to determining the most cost-effective media plan for ascertaining measurement. It may also be used for media research, motivation research, and measuring the effectiveness of the advertising campaign.

3) Distribution research: The broad areas of distribution research include identification of existing and potential distribution channels, selection of appropriate intermediaries, determination of channel Expectations, reduction of distribution cost, motivation for channels of distribution.

4) Pricing research: The objective of this research is to find out the price Expectations of consumers and their reactions and responses to different price levels of products to ascertain elasticity of demand.

5) Consumer research: Consumer research deals with a variety of questions about consumer characteristics and behavior.

PROJECT:- 1.33

Review the help-wanted sections of the Wall Street Journal, Advertising age, and / or Marketing News. Find ten advertisements for marketing research analysts or other entry- or near-entry level research positions. List the attributes required and desired. What do you conclude?

The attributes required and desired are as followed and I am concluding these in that way they all are required for the advertisement of good marketing research.

1) Systematic and Continuous Activity/Process:

2) Wide and Comprehensive in Scope:

3) Emphasizes on Accurate Data Collection and Critical Analysis:

4) Offers Benefits to the Company and Consumers:

5) Commercial Equivalent of Military Intelligence:

6) Tool for Managerial Decisions:

7) An Applied Research:

8) Reduces the Gap between the Producers and Consumers:

9) Interdependence of models and data:

10) Ethical marketing:

Chapter No:- (3)

"The Research Process and Research Design"

PROJECT:- 3.24

Conduct a taste of Coke, Classic Coke, Pepsi, and RC Cola on five friends or acquaintances. Before telling them which soft drink they preferred, ask them which brand they would buy if they were going to stop by a store to buy a six-pack of soft drink. Compare their taste preference, with their (stated) purchase preference. What do you conclude?

Everyone have their different taste but 3 are agreed on one brand that is coke and they are willing to buy 6 pack of soft drink coke. Other 2 friends

are like the taste of Pepsi and they will buy the 6 pack of Pepsi to the store where we are going.

PROJECT:- 3.25

Interview a marketing manager and identify a marketing problem or opportunity with which the manager is concerned. Translate this into a research problem.

PROPLEM STATEMENT:

As a marketing manager these problems and opportunities are concerned in to the market the problems are no clear strategy, lack of time resource, no alignment with buyer personas, inability to adapt to new trend and proving ROI Return On Investment and the opportunities are sales-accepted lead that has been qualified as being in need of your product or service and as a sales representative determines that there is an opportunity to sell to the individual or company. On the basis of these problems and opportunities research will be based and that is very helpful to the organization for increasing the sales or grabs the customers into the market.

PROJECT:- 3.26

Prepare a research design for the research problem in 3.25 and prepare a proposal. What types of errors would be likely to affect the findings if the project were actually carried out?

RESEARCH DESIGN:

A frame work or blue print for conducting the marketing research project is based on these components.

1) Information needed (Already have information related to the market problem and opportunity)

2) Data collection methods (qualitative or exploratory)

3) Measurement and scaling procedure (Liker scale)

4) Sampling process and sample size (Simple Random Sampling and 100 to 150)

5) Data analysis procedure (Predictive Analysis)

6) Dealing with at least four problems: already wrote in 3.25.

7) These types of error would be likely affect:

8) Overspending on market research, Poor choice of reference materials, not developing a good research instrument.

PROJECT:- 3.27

Determine the value of the information associated with the research project proposed in 3.26.

These are the value of the information associated with the research project.

1) Better prediction for the new market.

2) Find out the new strategies for the new customer for new products.

3) Less wastage of money

4) Possibility for grab the customers to their competitors.

Chapter No:- (4)

"Secondary Data"

PROJECT:- 4.30

Give at least five specific potential sources of secondary data that you would consult to estimate the U.S market potential for a new product (choose a product of interest to you).

Five specific potential sources of secondary data that I would consult to estimate the U.S market potential for a new product.

Journal articles, newspaper editorial, dictionaries, political commentary and textbooks.

Pakistani Fast food items in U.S market according my search that product is growing too much in U.S market rather than other products like cars, electric appliance, machines and others the reason is that they are already one or two step forwards for us so how I can beat for them in these market even we are using those product in this market that why I choose this.

PROJECT:- 4.31

Select the specialty retail store and assume that you are interesting in opening store. Precisely what is your management problem? What is research problem? What secondary data to help you decide whether to open such store? Gather and summarize the available secondary data that would help you to making a decision for opening store?

I am going to open the store that will sell totally natural products no matter for cooking, skin care and other aspects of use. Management problem is deal the employees those are working to in to the store because for the management the most difficult factor is to understand

and make a good relation to the employees I think that will be the problem and every people have different mindset. The research problem is to collect the information where we buy the raw material or supplier for the best price as compare to the competitors. The secondary sources of data I use for that those are include political commentary, newspaper and magazines are very helpful for us when will open the store. Also take advice for someone who are already live in that area for a long time period and also study and search about the others market who are existing or passed and what mistakes they did and everything that is important for us we analyze and then take this decision.

PROJECT:- 4.32

Obtain data on wine sales in your state for the latest available year. Calculator the per – capita sales for your state and compare it to that for the country as a whole. Which is higher? What factors do you think explain the difference?

Total alcohol consumption per capita (liters of pure alcohol, projected estimates, and 15+ years of age) in Pakistan was reported at 0.34 Years in 2018, according to the World Bank collection of development indicators, compiled from officially recognized sources. Actual values, historical data, forecasts and projections were sourced from the World Bank on December of 2021. Obviously the others are higher than us and I think these factors are can make the difference if we apply and follow those are strictly follow the laws and close the all bars in the country and also not allow for the tourist if we follow these so maybe they can create a positive impact as well.

PROJECT:- 4.33

Select a company of interest to you and develop a competitive profile of that firm, indicating the source for each bit of data used.

According to my interest I am choosing the company BMW that is very famous in automobile industry and have worth in globally. On the basis of my knowledge and information the competitive profile of BMW is that the BMW have an already established target market, and a good brand that sells, BMW has laid emphasis on the competitive marketing and post-sales service. The company's marketing strategy endorses advertising of its brands and showing off its stylish and elegant models fitted with modern technology such as I Drive and in-car infotainment system. It's after sales service has also been acclaimed by the customers thereby ensuring the customers remain loyal to the brand. Continuous process improvement & technological advancement in its R&D is the core of the competitive advantage of BMW. It is known for its quality, reliability & superior customer service support. BMW has adopted policy of customer service=growth driver as an underlying principle to grow its market. BMW Group competitors include Audi, Mercedes-Benz USA, Porsche, Fiat Chrysler Automobiles (FCA) and Lexus.

References:

https://competitiveadvantageanalysis.com/competitive-advantages-of-bmw/

https://www.marketing91.com/marketing-strategy-bmw/

PROJECT:- 4.34

Select a product category of interest and develop an estimate of market size, number of customers, number of competitors, geographic concentrations of customers and competitors, and a forecast of sales growth in the U.S.

The product I choose is the Suzuki car and for the estimate market size of Suzuki cars. Market grew up from 73.7 million to 94.3 million with a global CAGR of 3.5%. So Suzuki has kept a stable market share in this period. According to our study, in the period 2019-2025 Suzuki will boost sales at 4.1 million units. Suzuki unit sales are expected to reach 1,999.1K vehicles in 2026.Suzuki's main competitors include Ford Motor, Honda, Toyota Motor Corporation; Daimler is a global manufacturer of premium cars and commercial vehicles. Based on our forecasts, a long-term increase is expected, the "PSMC" stock price prognosis for 2026-11-30 is 431.488 PKR. With a 5-year investment, the revenue is expected to be around +93.38%. Your current $100 investment may be up to $193.38 in 2026.

PROJECT:- 4.35

Using secondary data, describe the market for (1) dog food, (2) wine, (3) personal computers, or (4) sheet metal in

a) Japan   **b) Spain**   **c) Brazil**

d) Taiwan   **e) Sweden**   **f) Indonesia**

SECONDARY DATA OF MARKET FOR DOG FOOD:

a) Japan: Dog food in Japan continues to see a decline in retail volume terms in 2021, with sales being negatively impacted by a continuous decline in the dog population. The number of new dog owners increased during 2020 thanks to the change in consumers' lifestyles brought on by COVID-19. With many consumers switching to working from home and

becoming isolated from their friends and family, getting a dog was seen as a good way of curing loneliness.

b) Spain: The dog Food segment, volume is expected to amount to 1,013.4mkg by 2026. The dog Food segment is expected to show a volume growth of 0.8% in 2022.

c) Brazil: Revenue in the dog Food segment amounts to US$3,242m in 2021. The market is expected to grow annually by 7.41% (CAGR 2021-2026).In the dog Food segment, volume is expected to amount to 2,195.1mkg by 2026. The dog Food segment is expected to show a volume growth of 1.0% in 2022.

d) Taiwan: In 2019, the value of Taiwan's dog food imports amounted to about 185 million U.S. dollars, up from about 180 million U.S. dollars in the previous year. However, the import value was estimated to decrease in 2020.

e) Sweden: Revenue in the Pet Food segment amounts to US$468m in 2021. The market is expected to grow annually by 5.77% (CAGR 2021-2026). In global comparison, most revenue is generated in the United States (US$43,684m in 2021). In the Pet Food segment, volume is expected to amount to 226.3mkg by 2026. The Pet Food segment is expected to show a volume growth of 6.1% in 2022.

f) Indonesia: The Indonesia dog food market is projected to grow at a CAGR of 5.1% during the forecast period (2021-2026). As an impact of COVID-19, the Indonesia dog food market experienced a positive growth. Due to the pandemic scenario and lockdown imposed by the government, the pet owners prefer to stay at home spending more of their time in nurturing and pampering their pets.

SECONDARY DATA OF MARKET FOR WINE:

a) Japan: According to a survey conducted in August 2020 in Japan, around 38 percent of respondents stated that they expected fruit-based beverages to be good for their health. In connection with the health-related expectations, almost one in three consumers expected fruit juices to provide nutrients, such as vitamins.

b) Spain: Revenue in the Juices segment amounts to US$1,277m in 2021. The market is expected to grow annually by 5.90% (CAGR 2021-2026).

c) Brazil: Revenue in the Juices segment amounts to US$1,863m in 2021. The market is expected to grow annually by 8.90% (CAGR 2021-2026).In the Juices segment, volume is expected to amount to 1,219.2ML by 2026. The Juices segment is expected to show a volume growth of 1.6% in 2022.

d) Taiwan: According to a survey conducted by Rakutenchi Insight in November 2019, around 31.5 percent of respondents in Taiwan said that they found out about functional beverages when they came across such products in a retail outlet. Word of mouth was the second most popular method to learn about this type of drinks.

e) Sweden: The Juices segment, volume is expected to amount to 177.8ML by 2026. The Juices segment is expected to show a volume growth of 3.4% in 2022.

f) Indonesia: Revenue in the Juices segment amounts to US$657m in 2021. The market is expected to grow annually by 6.12% (CAGR 2021-2026).The Juices segment, volume is expected to amount to 436.4ML by 2026. The Juices segment is expected to show a volume growth of 4.3% in 2022.

SECONDARY DATA OF MARKET FOR PERSONAL COMPUTER:

a) Japan: The personal computers (PCs) market consists of the sales of both desktop and portable PCs. The Japanese PCs market had total revenues of $3,770.6m in 2020, representing a compound annual growth rate (CAGR) of 3.8% between 2016 and 2020. The PCs market is highly correlated with technology and the financial power of consumers. The COVID-19 pandemic has forced millions of people to self-isolate and stay indoors, driving demand for PCs to new highs.

b) Spain: In the Desktop PCs segment, volume is expected to amount to 0.42m PHS. By 2025. The Desktop PCs segment is expected to show a volume growth of -3.4% in 2022.Revenue in the Desktop PCs segment

amounts to US$295m in 2021. The market is expected to grow annually by -1.67% (CAGR 2021-2025).

c) Brazil: In 2019, 4.1 million notebooks, 1.72 million desktops and 3.4 million tablets were sold in Brazil. Desktops and tablets reported declines in sales, whereas desktop shipments have grown compared to 2018.

d) Taiwan: In 2019, almost 67 percent of households in Taiwan had a computer. In the same year, the share of mobile phone ownership was 95.6 percent.

e) Sweden: The statistic displays the desktop PC market revenue in Sweden from 2016 to 2021.* in 2018 the turnover in the desktop PC market was projected to be 214.9 million U.S. Dollars. The desktop PC market is expected to amount to approximately 220.9 million U.S. Dollars by 2021.

f) Indonesia:

In 2019, approximately 18.78 percent of all households in Indonesia had a computer at home. In general, the ownership rate of computers remained relatively constant, although the share of people who access the internet is still increasing. This is due to the easier access and the general tendency to go online via a Smartphone.

SECONDARY DATA OF MARKET FOR SHEET METAL:

a) Japan: In 2020, the sales volume of galvanized sheets made from cold-rolled metallic-coated steel in Japan amounted to approximately 8.1 million tons. This represented a decrease from a sales volume of around 12.1 million tons in 2012.

b) Spain: This statistic shows the annual production value of manufacture of basic metals in Spain from 2008 to 2017. In 2017, the production value of basic metals manufacturing came to approximately 29.48 billion Euros.

c) Brazil: In 2020, sales of steel products in Brazil amounted to just under 19.5 million metric tons, a rise of 3.5 percent in comparison to the previous year. This was the highest sales value reported in the country since 2015. The construction sector accounted for almost 20.5 percent of steel sales that year.

d) Taiwan: The total production volume of sheet metal in Taiwan from 2008 to 2019. In 2019, total billet steel production stood at some 21.3 million tons in Taiwan.

e) Sweden: The annual turnover of the basic metals manufacturing industry in Sweden from 2008 to 2015. In 2015, basic metals manufacturing led to a turnover of approximately 15.05 billion Euros.

f) Indonesia: Almost 2.5 million metric tons of flat steel was estimated to be produced in Indonesia in the first half of the year 2018. Indonesia's construction sector, which benefits from large state investments, is expected to grow, and this will further increase the demand for any steel in the near future.

PROJECT:- 4.36

Using secondary data, develop a detailed profile of

a) Siemens   b) Samsung   c) Hitachi   d) Autlan

a) Siemens: Siemens is a global innovator focusing on digitalization, electrification and automation for the process and manufacturing industries, and is a leader in power generation and distribution, intelligent infrastructure, and distributed energy systems. For more than 160 years, the company has developed technologies that support multiple American industries including manufacturing, energy, healthcare, and infrastructure.

b) Samsung: Samsung, South Korean company that is one of the world's largest producers of electronic devices. Samsung specializes in the production of a wide variety of consumer and industry electronics,

including appliances, digital media devices, semiconductors, memory chips, and integrated systems. It has become one of the most-recognizable names in technology and produces about a fifth of South Korea's total exports.

c) Hitachi: Hitachi Ltd. is Japan's largest manufacturer of electrical machinery and a leading producer of semiconductors. According to *Business Week,* the company contributed two percent of Japan's gross national product in the early 1990s. The conglomerate's roster of over 20,000 products runs the gamut from the smallest, most powerful computer memory chips to massive nuclear and hydroelectric power plants, but it's most familiar lines are consumer electronics. Often called the General Electric of Japan, Hitachi is one of the world's 30 largest conglomerates. Although the company's annual revenues were relatively stable in the early 1990s, its profits declined by over 71 percent from 1991 to 1994, as competition and weakening demand in the semiconductor market and consistent losses in consumer products prompted ongoing restructuring.

d) Autlan: Autlán, in full Autlán de Navarro, city, southwestern Jalisco estado (state), west-central Mexico. Autlán is situated in the western foothills of the Sierra Madre Occidental at 3,291 feet (1,003 metres) above sea level. It is a regional centre of commerce, agriculture (oranges, lemons, guavas, and other fruits), livestock rising, and mining. Since its founding during the colonial era, it has been a way station on the road from the Pacific port of La Barra de Navidad, 63 miles (101 km) to the south-southwest, and Guadalajara, the state capital, 122 miles to the northeast. Pop. (2000) 39,310; (2010) 45,382.

PROJECT:- 4.37

What are the worldwide sales in units of

a) Personal computers?   **b) Automobiles?**

c) Watches?   **d) Jet engines?**

e) Industrial robots?   **f) Soft drink?**

a) Personal Computer: In 2020, approximately 275.15 million PCs were shipped around the world. This is another year of increased shipments, reverting the decreasing trajectory since 2011, with the rise in 2020 fueled by a growing number of people working and learning from home during the corona virus pandemic. The global PC market has become more consolidated, with HP, Lenovo, Dell, Apple, Asus, and Acer taking an increasing market share compared to other vendors.

b) Automobiles: Worldwide car sales are expected to grow to around 66 million automobiles in 2021, up from an estimated 63.8 million units in 2020. The sector experienced a downward trend on the back of a slowing global economy and the advent of the corona virus pandemic in all key economies.

c) Watches: Global smart watch shipments are forecast to reach 113 million units by 2022, out of which 46.9 million will be Apple Watch devices. Apple's watch has dominated the smart watch market since its debut; although forecasts suggest that its market share will decrease with time, Apple will remain the strongest player in the field.

d) Jet Engines: This statistic represents GE Aviation's commercial engine unit sales between the fiscal year of 2015 and the fiscal year of 2020. In the fiscal year of 2020, General Electric's aviation segment sold only 1,487 commercial engines worldwide.

e) Industrial Robots: Worldwide industrial robot shipments amounted to some 384,000 in 2020, just a slight increase compared to 2019. It is projected that industrial robot shipments will increase significantly in the coming years, even surpassing the peak in 2018 when around 422,000 industrial robots were shipped worldwide.

f) Soft Drink: In relation to total population figures, per person revenues of US$109.59 are generated in 2021.The average volume per person in the Soft Drinks segment is expected to amount to 47.18 L in 2021.

Chapter No:- (22)

"Marketing Research Report"

PROJECT:- 22.34

Examine the latest two issues of the journal of Marketing Research and the Harvard Business. Evaluate the difference in reporting style and speculate on the reasons for the differences.

These are differences in reporting style in the journal of marketing research and the Harvard business. The reporting style of Harvard business is very descriptive and elaborate each and every things with the clarifications and write more details about the issues that others didn't write in their articles while on the other hand the reporting style in the journal of marketing is very concise and to the point reporting pattern they use with the help of numerically that's all.

PROJECT:- 22.35

Examine several issues of the Journal of Marketing Research or the Journal Marketing. Find two cases in which data could have been presented more effectively. Prepare a more effective presentation and show both versions to the class.

In the journal of marketing research in these issues Financial markets research in marketing in this research the data shows effectively with the help of in numbers and equations and for the comparison of other in the journal but we are presenting the same data but in a more effective way with the help of graphs, charts, tables, diagrams along with the comparison of previous and prediction for future.

Examine the annual reports from several companies. Identify exceptionally good and exceptionally weak presentations of data.

The annual report of the **BMW** shows the data of the company with the help of bar graph and it show the delivery of automobile in the globally during 2016 to 2020.The BMW shows their group location in globally and also in Europe with the help of world map that is more interesting to catch their attention and easy to understand. The overall presentation of data for the BMW to their annual report is great and they mostly used bar graph, line graph, maps and table also in their report.

The presentation of data for the general tire company is very common they used just tables in their annual report for the presentation of data. They have to be use some different ways for the elaboration and make more interesting their company annual report.

PROJECT:- 22.39

Read several articles in the Journal of Marketing. Find five sentences that are unnecessarily complex are otherwise unclear. Prepare more effective sentences and show both versions to the class.

In the journal of marketing research these are the five sentences those are unnecessarily complex and unclear.

1) Tests of market anomalies typically link future risk-adjusted stock returns of a firm to metrics in the investors' current information set.

2) Because investors impound value implications into the current price of the stock.

3) Although studying market anomalies and mispricing is valuable.

4) An approach to dealing with spurious regression problems is to compute standard errors.

5) We suggest that it would be more expedient for analyses to be based on stock return.

NEW VERSION:

1) Market differences tests often link a company's upcoming risk-adjusted stock returns to measures in the investors' present data set.

2) Because investors factor in value implications into the current stock price.

3) While researching market oddities and mispricing is beneficial.

4) Compute standard errors as a method of dealing with false regression problems.

5) We believe it would be more practical to base evaluations on stock returns.