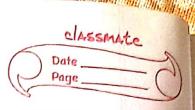


	Market Research.
	Any activity conducted with the idea of
	getting a feedback from your customers
	or idias about needs exwants of prospective
(1)	customers.acd man arithmeter warmen was
	Le cura develancia de la cura de
	Methods of Market Research
	- Primary Research 1911 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	Li secondary Research
l'	manifection of makelinger with a so in the little
\Rightarrow	Primary Research
1	Research conducted by a Business itself
	or by a research organisation on behalf of
	a business of timouborg proget towers.
	e who it wasty technical production notes and
,	Ways to Conduct Primary Research:
	m and an analysis of the property of the second of the sec
	Interview (popular nowadays recause of trype)
•	Taking the review from your customers.
bu	face to face or on a telephone
0	Interviewer is able to explain the questions.
ه	Detailed information about the interviewees
	likes & distikes can be obtained
	Questions could be reframed as the interview
	proceeds
	You can make our a lot of things by working
	at the body language of the interviewee
•	It is more reliable.
	It is costly & time consumina



	Questionaire/survey.
o	Its a set of questions that you want your
	cus tomers to answers in order to review your
	product.
v	Its quicker & cheaper
	It is less reliable for 3 reasons-
	you may never get the response
	you don't know who is filling up the response
	you are not sure about the grame of mind
	in which the response might be written
	Analysing the results is time consuming.
	The second of th
	Observation by tilling relating an infinite.
(6)	Just observing things; no interaction.
٠	Common in things like clothes beeing what people
9)	like to where, this would they are ready to spend etc.)
0	2 things to keep in mind -> time & place of
	observation.
<u> </u>	Les de la contra par contra la contra de la contra della
	Experiments/Test Marketing
10	conducted by businesses with customers or in
7	their own factory premises of mail mail
	The Management of Exercision
	Consumer Panels
	getting review from groups of people cap whom
	the business identifies as people capazble of giving
	better responses. They could be their regular
	customers. These groups are called Focal Groups.
	Scanned with CamScanner



	- ruge
	vistributing free samples of the product
14	to regular & dedicated customers at
EU/OLD	netail stores in the control of the state of
	1 de la
<i>⇒</i>	Secondary Research (desk) 2016/11/2011
4-	Existing Data; Data that is already
·	researched Ep available 1000 para nopra
	(a) you don't your who is filling up the new
A I	Sources is a partie to the same for the work (s)
	Newspaper Talgian strongers and shirten wille
	Internetion minimical Much and phinguland in
	Magazines
	Regular gernals (published by industries)
	Business's own records (of the past years)
	Competitors records Idata Grom public
	limited company who need to publish I share their records)
	Government statistics
t t	Market research agencies
	The free manufactor Haywaing
114	These records may be to irrelevant for you
	sometimes; but it doesn't mean they are
	wrong Draw Back.
	Manary Parels
raonos	exp. stepping freething to was thought be able was
Larivia I	eletteren entitale og entitalet og entitue entite