

## Collection, collation and analysis to make decisions

### *Marketing:*

#### *Marketing analysis:*

Used to analyse the market to examine the potential they are operating in

- Used when planning future activities
- Helps make decisions
- Looks at available market
- Used to predict the expansion of the workforce

#### *SWOT:*

Strengths, Weaknesses, Opportunities, Threats.

This is the frame of how companies analyse how they are effecting the magnet.

#### *Research techniques:*

Key characteristics of customers include:

- Age
- Gender
- Disposable income
- Residential location
- Recreational interests
- Shopping interests
- Recent purchases

Why customers are motivated to buy certain products:

- Social and emotional needs
- Family needs
- Budget pressures
- Brand preferences

### *Primary data:*

New data, gathered by the researcher (interviews, focus groups, case studies)

### *Secondary data:*

Is gathered as part of research or reporting on primary data (articles, books, magazines)

### *Focus group:*

Is a marketing research tool in which a small **group** of people (typically eight to ten individuals) engages in a discussion of selected topics of interest in an informal setting. (e.g. a product)

## *Investigative methods:*

### *Immersion:*

Designers putting themselves into the environment or situation that the customer is in. (e.g. pregnancy suit)- enables designers to gain a real understanding of the problems users have with products.

### *Quantitative data:*

Measures of values or counts and are expressed as numbers

### *Qualitative data:*

Data is collected through methods of observations, one-to-one interview, conducting focus groups and similar methods. (nonnumerical)

## *Innovation management:*

### *Imitation:*

The action of using someone or something as a model

### *Invention:*

The action of inventing something, typically a process or device

### *Push innovation:*

Uses existing technologies/processes that have been recently developed

### *Pull innovation:*

Driven approach that may lead to new technologies/products being developed

### *Cooperation between sectors:*

All employees must be able to work together for innovation management

- Feedback using social media
- Must be organised/managed
- Cooperation
- Scrum
- Meetings
- Six sigma

### *Encouragement of creativity:*

- Different genders
- Different cultural genders
- Ages
- Experiences
- Understanding
- Thinking

### *Concurrent manufacturing and QRM:*

- Companywide strategy to cut lead times
- Responds to demand not producing in advance of orders
- Uses JIT to reduce storage space
- Uses flow production instead of mass/batch production

- Increases profit by cutting non-value added time

### *Quick response manufacturing (QRM):*

- Companywide strategy to reduce lead times
- Responds to demand
- Uses flow production instead of mass production

### *Feasibility and practicality:*

- Analyse and justify manufacturing the design chosen
- Consider technical aspects of the design
- Is the product profitable
- Fair trade issues
- Is it too expensive to produce
- Disposal of waste
- Cost of materials

### *Feasibility:*

- Employee breaks
- Maintenance
- Cleaning time
- Materials
- Costs
- Manufacturing options
- Scale of production
- Bulk buying
- Software
- Waste disposal

### *Computer modelling in production planning:*

Used for:

- Assessing practicality
- Plan of production,
- Efficiency
- Cycle time of production