

During the research study, I have learned two most famous research methodologies- qualitative and quantitative. The methodologies implemented showed a practical experience before conducting the general survey. While the primary data is investigated by questionnaire for the collection of data, I have optimized the research on alternative data collection method. It has also tried to find out the advantages and disadvantages associated with the alternative methods like- interviews, observations and focus on groups etc. Thus, it firstly obtained the primary research on data collection method. Apart from this, the sampling is also very important. The most suitable sampling methods are taken by deeply analyze some most famous sampling methods. Analysis on this primary data collection method develops the author as a researcher. The dissertation supervisor offered tangible and valuable advices to overcome the issues which were raised by me at different stages of research. Therefore, it play positive role to handle the methodology issues. In the present scenario, competitive marketplace increases the significance of market intelligence. I already develop the skills and gain primary knowledge, so it is very useful to create competitive benefit for the completion of my dissertation within the stipulated period of time. The developed skills are useful to acquire important primary information and also find some factors that can affect the dissertation. All these factors are combined to form strategy carrying out this particular study.

### ***Improvement of time-management skills***

This research has advantages on private and specialized levels. The benefits are gained by involving time management skills to properly plan and prepare each stage of study. It has allowed the stages to conduct in an organized mode with respect to time. In the beginning of study, I was worried the progress of research according to preplanned timetable. This challenge mainly arises while carrying out the literature review. The predefined time duration was underestimating the literature review. Further, number of literature reviewed was constantly behind the planned time. It also increases the personal discipline to set a new plan in order to adjust the research in remaining time. Now, the research had included most important activities so that research could be completed within a particular period of time. All the useless activities are neglected by the study to efficient use of the remaining time. Every day a new portion of the study has been taken out and daily plan have been set for the research. Moreover, study also has been planned to burn out the pressure and to have control over the factors which affected the study in negative manners. It could be summarized that the experience of study develop the time

management skills which are considered as most beneficial factor of both private and professional life.

### ***Increasing the level of self-confidence***

This research has increased my level of self confidence and this level has been increased by overcoming unsecured factors. It has been achieved by members of sampling group. The group confidentially communicate with the primary data resources. At the beginning phase of the study, I was little bit hesitant to choose the method in order to collect primary and secondary resources. The approaches were also unfamiliar to go in the street and ask question to the people to collect primary data but I tried to convince the people to participate and compromise with the survey. It also happened that most of the time I had been approached in the street conducting research survey. Most of the time the sampling group member refused to comes with me. All such thing drag down the level of self confidence and it negatively affect the primary data collection process. However, I thanks to tutors, friends and relative to encourage me so that I was able to avoid the insecurity and I again kept self confidence. Many hours were spent to collect the primary data by applying tremendous efforts for completing the task. Moreover, the level of communication skills has also been greatly improved and it enhanced the result of the survey in order to acquire valuable primary data. There is no doubt that the increased level of confidence will be highly beneficial in future also. Strong and effective leadership requires self confidence in communication. Further, this study also contributes to stand in the highly competitive market place.

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