

ST327 Case Study Brief Template 2024

Group Number:	<i>Write in your Group number here (1 to 12)</i>
Client Name:	<i>Write in the name of the Client you have chosen</i>
Introduction to the client	
<i>Here you should write some details about the client such as what it makes or does, how old it is, how it was formed and any important details about its governance.</i>	
Market background and contextual information	
<i>This section is for the background to the client's business area or where they operate. For example, have they been in the news for anything recently? Are there any new regulations affecting them? How did the pandemic affect them? Are there any local or global trends relevant to them? This may be relevant to the business or research aims.</i>	
Business / Organisational Objectives	
<p><i>Here you should list 3-4 objectives for the business organisation as you see it. You can make these up yourself but they should be sensible. These could be problems or challenges they are facing, or they could be more strategic aims and objectives. Examples of these include:</i></p> <ul style="list-style-type: none"> <i>• Develop / launch a new product or service</i> <i>• Grow market share</i> <i>• Raise awareness of a product, service or a particular message</i> <i>• Increase customer satisfaction</i> 	
Research Aims	
<p><i>There should be 3-4 specific goals which a market research project would help answer. They could be specific questions which the organisation wishes to answer, or they could be information or insights about a particular population. They should be linked to the business objectives where possible. Examples of these include:</i></p> <ul style="list-style-type: none"> <i>• Understand the attitudes and behaviours of consumers / people (qual and quant)</i> <i>• Learn what factors lead to higher customer satisfaction (qual and/or quant)</i> <i>• Explore what gaps there are in the market (quant)</i> <i>• Understand the image or associations with a brand or product (quant)</i> <i>• Understand the potential barriers to use of a new product (qual)</i> <p><i>In each case you must specify whether each research aim is one which should be measured by quantitative research, qualitative research, or jointly. You need to include at least one of each.</i></p>	
What data the Business or Organisation can offer the Research Agency	
<i>Imagine what, if any, data the business or organisation might be able to supply that would aid with the research aims, for example a customer database, a sampling frame or operational data. If nothing obvious springs to mind, then feel free to leave this blank.</i>	
Research Population(s)	
<i>What population or populations does the research apply to? Examples include: UK adults; LSE students; Current customers of a product; Lapsed or potential customers; People looking to buy a home in the next 6 months; Employees of your client. Be specific in your definition.</i>	
Other details	
<i>If there is anything else you think is relevant to your brief, write it here. Try to be brief and keep the whole document to one page.</i>	