

Greggs

The brief

Client	Greggs
Information	<p>Greggs is a leading UK bakery chain, best known for its sausage rolls, pasties, sandwiches and sweet treats. Founded in 1939 on Tyneside, Greggs has grown to over 2,500 locations with a strong presence on high streets, in shopping centres and near transport hubs. The company has built a reputation for affordable, convenient food and has recently expanded its menu to include healthier options, plant-based products, and barista-style coffee.</p> <p>Greggs has successfully modernised its brand, including launching a mobile app, a loyalty programme (Greggs Rewards), and partnerships with food delivery services. The company is now exploring further expansion opportunities, both within the UK (e.g. more presence in transport hubs and business parks) and internationally.</p> <p>However, Greggs faces competition from both traditional bakeries and larger food chains like Pret A Manger, McDonald's, and Costa Coffee. Additionally, shifting consumer preferences towards healthier and more sustainable eating habits present both challenges and opportunities.</p>
Business aims	<ol style="list-style-type: none"> 1. Expand into new locations, including travel hubs, drive-thrus and international markets. 2. Develop a stronger digital presence, particularly through its mobile app and loyalty programme. 3. Enhance the product range, balancing indulgence with healthier and plant-based options. 4. Strengthen brand perception, ensuring Greggs remains relevant across different consumer segments.
Research aims	<ol style="list-style-type: none"> 1. Measure potential consumer demand for Greggs in different locations (e.g. transport hubs, universities, business parks) and their on-the-go dining habits (quantitative research). 2. Explore consumer attitudes towards Greggs' healthier and plant-based options, identifying barriers to trial and key purchase drivers (quantitative and qualitative). 3. Assess customer experience and expectations for the Greggs app and Greggs loyalty programme, including personalisation, discounts, ease of use and convenience (qualitative). 4. Examine brand perception across different demographics and customer segments, including younger consumers and those who may not currently consider Greggs as a primary food choice (quantitative).
Research population	UK adults (aged 18+) who regularly purchase food and drinks on the go with disproportionate sampling of commuters, students, and office workers as key audiences.

Greggs

<i>Suggested analysis</i>	Greggs is open to any appropriate multivariate analysis (for aims 1, 2 and 4) but requires justification of any approach. Not all business objectives need to be answered using multivariate analysis. It is important that you demonstrate how the multivariate techniques proposed will directly help the research aims.
<i>Suggested sample size</i>	The quantitative research should have a sample size sufficient to ensure that the 95% confidence interval for any question measuring a proportion does not exceed $\pm 2\%$ for the total sample and $\pm 4\%$ for each key segment (e.g. location type or demographic group). You should indicate the sample sizes that achieve these criteria. You may make reasonable assumptions about the sizes of these segments (i.e. what proportion are commuters, students and office workers).
<i>Budget and timescale</i>	Greggs wants you to make the best suggestions while ensuring value for money. If you propose more expensive research options, you will need to justify why the investment is worthwhile.

Details of Task

The project is to create a market research proposal which details how you **propose** to conduct the research that is requested in the brief. The proposal should include, but not be limited to, the proposed mode of fieldwork, the method of sampling, a sample size, details about qualitative work, creating a draft questionnaire and proposing multivariate statistical analysis to help with the research aims. You should also describe the market context, expand on your interpretation of the research objectives and suggest some other possible research objectives (see details below).

You are not required to conduct or collect any primary research for this project.

The use of Generative AI for this work is strictly prohibited.

You are not required to make business conclusions.

This exercise is treated as an open-book examination so **no help can be given in respect of content**. Only administrative questions will receive a response.

The deadline for the individual project is **Tuesday 6 May 2025 at 12:00 (midday)**. The submission portal will be on the ST327 course Moodle page. A penalty of 5 marks for every 24 hours will be applied for late submissions, i.e. a submission which is received between 6 May at 12:01 and 7 May at 12:00 will incur a penalty of 5 marks, a submission received between 7 May at 12:01 and 8 May at 12:00 will incur a penalty of 10 marks etc. (up to a maximum of 25 or the nominal mark of the project, whichever is the lower).

Greggs

The length of the main report should not exceed 3,500 words. You should include a questionnaire and table of contents, neither of which will count towards the word limit.

Please note there is no allowance in the word limit. If you exceed the stated word limit you will be penalised.

If you wish, you may also include a Technical Appendix at the end of the document (excluded from the word count) but the examiners do **not** have to consider anything included here for marking.

The text should be spaced using the 1.5-line setting and you should use the 'Calibri Light' font, size 11 (exactly as per this text). The word limit does **not** apply to text not in the main body such as footnotes, diagrams and labels.

The front of the submission should include your **Candidate Number (not your name)** and the **word count**. You should also acknowledge any help or assistance you received, and you must quote all data sources where possible. The file should be submitted in PDF format and should be named:

[Your Candidate Number]_ST327.pdf

The 25 marks available for the project will be allocated as follows:

- Demonstration of a full understanding of the client's issue/business problem (max 2 marks)
- A clear explanation of the specific aims of the research (max 2 marks)
- Thorough justification of the sampling and fieldwork approaches chosen and rejected (max 4 marks)
- Creativity and imagination in your approach to the research (max 2 marks)
- Clear and concise expression of the ideas and your knowledge (max 3 marks)
- Proposing a sensible sample size and calculating an estimated 95% confidence interval (**max 3 marks**)
- Explanation of your chosen statistical analysis technique(s) and clear examples of how this will benefit the client (max 3 marks)
- A well-thought-out questionnaire design/guide to qualitative work (max 2 marks)
- Creative and imaginative suggestions for further research (max 2 marks)
- Adherence to all the guidelines specified (including word count) in this document (max 2 marks)

All submissions will be checked using the text-matching software TurnItIn. Any duplicated text which is not adequately cited will be deemed to constitute plagiarism and proportional penalties will be applied during marking.

Submissions on TurnitIn are also subject to monitoring of Generative AI use.

Greggs

You should also provide references wherever possible as this is ultimately a piece of academic work. If finding references for secondary research proves problematic, then please state this and it will be considered.

It is essential that all the work done for the individual projects is done alone and not as part of any group. Each project will be individually marked.

Good luck!