

The Lego Group

Market Research proposal.

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**SECTION 1: Executive summary**

The following research proposal presented to LEGO provides valuable analysis and insights regarding the research aims identified by them that have been presented to us in the Client brief.

This aim of this proposal, is to examine the different ways in which LEGO can expand its market share, grow public interest in their products and the different strategies that can be employed for the same. We seek to figure out the types of LEGO products that would be most appealing to children over the next decade by examining the different factors that affect a consumers preference. Next, we would like to understand what strategy would work best in order to promote our initiative of using recycled plastic bottles in brick production and finally, we examine whether expanding LEGOs retail store network would be beneficial in the long run. We will be focusing on the research aims identified by LEGO to develop research questions and objectives which, once we solve, will further help our understanding of the aims and move us a step closer to achieving those aims.

We first create a sample population for our research, then we derive the information that we need for our research, mentioned in section 3 below, from this sample population using focus groups and surveys. The remaining data that is needed for our research will be secondary data that we obtain from our organizations, i.e.: LEGO, database.   
We will be using Stratified sampling to aid us with this research as this will help us produce samples from different regions quickly, and it will also minimize selection bias and give us accurate results. Using Stratified sampling saves time and money, which will help us complete the research within the four-month period provided to us by LEGO, and we will also specify the estimated budget required for the same. We make use of various suitable statistical analysis techniques in order to derive predictions and determine the relationship between different factors.

Following our research, we provide further recommendations that can help LEGO identify the best strategies going forward.

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**SECTION 2**

**2.1: Background**

Having first started production of the toy bricks that they’re most famous for in 1949, LEGO has become a juggernaut in the toy industry. They’ve gotten exponentially bigger and have maintained a sustained level of interest even through the rise of digital games and products. As of July 2015, LEGO has produced over 600 billion different parts.

In order to combat the risk of over reliance on one type of product, LEGO had to invest heavily in its product portfolio, and its ecommerce and digital operations department in order to boost sales and counter the closure of several chain stores by opening more LEGO-branded stores. LEGO have also considered the use of Augmented Reality but haven’t yet gone down that path.

In June 2021, LEGO announced an initiative which would see them move towards becoming a more environmentally friendly company, creating bricks from recycled plastic bottles as opposed to a plastic called Acrylonitrile Butadiene Styrene (ABS), after already having announced their intentions to stop producing oil-based products in 2015.  
Unlike many other companies, LEGO have managed to see record sales and profits amidst the global pandemic. LEGOs revenue was 50% higher and their net profit was 10 times greater than that of their closest competitor- Hasbro. However, regardless of this, LEGO are pursuing the best strategy to maintain and boost their growth and market share.

**2.2: Problem Definition**   
With the emergence of more digital products and video games, the manufacturers of physical toys have been losing sales and have seen their market share plummet over the last few years. LEGO wants to stay ahead of the curve and tackle that issue head on to ensure that this doesn’t happen to them, and that they can build on their record-breaking financial year. As a result, LEGO wants to conduct some research to understand the type of products that customers and children prefer in order to better satisfy their needs.   
Recently, the media and public have started pushing and demanding for a more environmentally safe and sustainable methods to continue production due to increased concerns of global warming. The use of materials like plastic, play a big role and LEGO must continue to innovate and improvise to counter this and start catering to the customers wants, or they risk dropping off.  
Amidst the pandemic, several companies saw their market share and revenue drop as a result of the closure of their shops and not being able to withstand the impact that the pandemic had on the economy. Although LEGO was not affected adversely, they aim to build on their record-breaking financial year by maintaining its growth and increasing its market share.

**3.1: Research Aims**

Through the client brief, we have identified three research aims to address LEGOs concerns:

RA1: LEGO wants to understand what products (physical, digital or blended) would be most appealing to children in the next 5-10 years.

RA2: LEGO is keen to research what marketing strategies, if any, they could deploy to promote the use of recycled plastic bottles in brick production.

RA3: LEGO wants to research in order to decide whether to expand their retail store network and, if so, where.

**3.2: Research Questions**

With the use of the Research Aims, we derive some Research Questions to further address each Research Aim.

1. For RA1:

RQ1.1: How does the Annual household spending on LEGO toys vary across different demographic variables?

RQ1.2: How does the preference of LEGO product types differ across children that reside in different regions?  
RQ1.3: How does the preference for digital LEGO products vary according to education level?

1. For RA2:

RQ2: What marketing strategies can be implemented in order to promote the use of plastic bottles in the production of bricks?

1. For RA3:

RQ3.1: What proportion of LEGO customers purchase products at LEGO retail stores?

RQ3.2: Do the annual sales differ according to the availability of LEGO stores in a region?

**3.3: Research Objectives**

We identify the following research objectives to address the respective RQs identified.

**FOR RQ 1.1, 1.2 & 1.3**

(RQ1.1) RO1.1: Examine the relationship between the Annual household expenditure on LEGO products and the following demographic variables of children: Gender, Age, Region of Residence, Annual Household Income.

(RQ1.2) RO1.2: Examine the relationship between the Region of residence of children and their preferred LEGO Product type.

(RQ1.3) RO1.3: Investigate the relationship between the education level of a consumer and their preference for digital LEGO products.

**FOR RQ2**

RO2.1: Explore the different marketing strategies that can be used to promote the initiative and the customers opinions on it.  
RO2.2: Determine the impact, if any, that the promotional campaign has on the brand awareness of the initiative undertaken by us.

**FOR RQ3.1 & 3.2**

(RQ3.1)RO3.1: Determine the current consumer satisfaction level with the availability of LEGO stores.

(RQ3.1) RO3.2: Examine the difference in proportion of LEGO customers that purchase products at retail stores across different regions.

(RQ3.2) RO3.3: Investigate the effect on LEGO’s annual sales based on the availability of LEGO stores in different regions.

**4: Methodology**

**4.1: Research Design and Approach.**   
For this market research problem, we will be using exploratory, descriptive and causal research designs. We use exploratory research to identify the factors, such as the different preferences of children in different age groups, that we need for further investigation and research by using focus groups and surveys. Descriptive research will allow us to investigate the relationship between different factors in a precise manner, such as the relationship between a customer’s education level and their digital LEGO product preference rating. Causal Research will be used in order to obtain evidence of cause-and-effect relationships for when we apply different marketing strategies to LEGOs customers.

Over the course of our research, we will conduct both focus groups and surveys in order to gather qualitative and quantitative data that we need for our research. In order to counter the low response and accuracy rate that generally comes with the use of surveys and focus groups, we will provide great incentives to respondents to encourage them to take part in the survey, such as cash rewards.

**4.2: Types of Data required.**

For our market research, we will be making use of both primary and secondary data. In order to obtain the primary data needed, we will make use of focus groups as well as surveys. We will group some of these, for example as demographic variables, in order to make it easier to use in different analysis procedures. We will obtain the secondary data that we need from LEGOs organizational database.

**4.2: Statistical Techniques and Tests used.**

RO1.1: Multiple Linear Regression.

RO1.2: Contingency Table: Chi-Square test of Association.

RO1.3: One-Way ANOVA

RO2.1: Focus Group

RO2.2: Paired T-test

RO3.1: Focus Group

RO3.2: Chi-Squared test of homogeneity

RO3.3: Two-way ANOVA

**5: Data**

**5.1: Data Collected**

|  |  |
| --- | --- |
| **Primary Data Collected** | **Data Level** |
| Age Group | Categorical ordinal |
| Age | Continuous |
| Gender | Categorical nominal |
| Region of Residence | Categorical nominal |
| Annual Household Income. | Continuous |
| Annual Household Spending | Continuous |
| Preferred Product type | Categorical Nominal |
| Physical LEGO product preference rating | Continuous |
| Education Level | Categorical ordinal |
| Concerns for different marketing strategies that could be used to promote the initiative | Focus Groups |
| Brand Awareness (before and after the application of the marketing strategies.) | Continuous |
| Proportion of customers purchasing products at retail stores | Continuous |
| **Secondary Data Collected** | **Data Level** |
| Availability of stores in the region | Categorical ordinal |
| Annual LEGO Sales | Continuous |

**5.2: Data Collection**

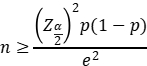
**5.2.1: Sampling Design**

In order to collect accurate data, we must first identify the right target audience from which we can sample our data for our research. We will use Stratified Random Sampling and split our data into different stratums, based on their region of residence, age groups, preferences, education levels and level of income and more. In the second stage, we use Simple Random Sampling in order to select random people from each stratum.

**5.2.2: Data collection methods**   
We can collect the primary data that we need using focus groups and questionnaires. In order to reach a wider audience and cut costs, we will make the use of online questionnaires to boost convenience for the respondents which in turn helps boost the response rate. The questionnaire will include the use of Likert scales in order to simplify the process as much as possible for the respondents. It must be ensured that the questionnaire is simple to answer and easy to understand.  
Focus Groups are also used in order to collect primary data. We will be using the Dual Moderator setup in order to ensure smooth progression and to ensure that all necessary topics are covered. They need to ensure that every participant feels comfortable, they must remain unbiased to all topics and must spend enough time covering all topics that must be covered. We must identify the right group of participants to be a part of the focus group.   
The secondary data that is needed can be obtained from LEGOs organizational database.

**5.2.3: Sample Size Determination**

The average response rate for questionnaires is currently around 30% (smartsurvey.co.uk), but due to the attractive incentives we provided, we raise this value to 80%. In the given client brief, there is a global population of at least 3000 LEGO customers. In order to derive a viable sample size of competitor customers, we determine a 95% confidence interval, where e=0.05. We use the formula below in order to determine the minimum sample size of competitor customers required per region.



Using the above formula, we derive that a minimum sample size of 245.86 per region would suffice. Since we have 7 regions in total, we would have a total sample size of 245.86\*5=1229.31≈1230 competitor customers.

**6: Statistical Analysis**

All the following statistical tests are done using SPSS at 5% significance level.

**RO1.1: Multiple Linear Regression**

We use Multiple Linear Regression to address RO1.1. The independent variables are Gender, Age, Household Size and Annual Household Income. Annual Household Expenditure on LEGO Products is the dependent variable.

|  |
| --- |
| : There is no relationship between Annual household spending and the different demographic variables. |
| : There is a relationship between Annual household spending and the different demographic variables. |

The Multiple linear regression equation is:

Annual Household Expenditure on LEGO products= +++++

=

++++

The Intercept (The value of Annual Household Expenditure when all the Variables are zero)

: The amount by which the Annual Household Expenditure on LEGO products changes when that particular increases by a unit with all other X’s are held constant. (i=1,2,3,4 representing the respective variables identified above)

Dummy Variable for Gender:

* 1 if gender is male
* 0 otherwise (if gender is female)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Unstandardized Coefficient | | Standardized Coefficient | t | Sig. | 95% Confidence Interval for B | |
| B | Std. Error | Beta | Lower Bound | Upper Bound |
| 1 (Constant)  Gender  Age  HSize  HIncome |  | |  |  |  |  | |

a: Dependent Variable: Annual Household Expenditure on LEGO Products

**Model Summary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|  |  |  |  |  |

1. Predictors: (Constant), Gender, Age, HSize, HIncome

If the p-value for any given variable is less than 0.05, we can conclude that it contributes significantly to the predictive power of the model, else we do not have enough evidence to say that the variable contributes to the model. Using the given confidence intervals, we can also determine whether it causes the Annual Household Income to Increase or Decrease. If the Lower and Upper bound are below zero, then it’d cause expenditure to decrease, and if it is above zero- it causes expenditure to increase. If a confidence interval for a given variable contains zero, then that variable is not significant and does not contribute to the predictive power of the model. At the end, we use the Model Summary table to determine the strength of the relationship of the model. A large value of R means that there is a strong relationship. The R Square value helps us determine what percentage of the variation in Annual Household Expenditure on LEGO products is explained by the model. The Adjusted R square can be used if there is a lot of parameters, in order to balance the effect that the number of independent variables has on R Square. We can determine the importance of the predictor variables by monitoring how R Square is affected when it is added and removed from the model. The variable that causes the most change in R square is generally the most important variable to the model. The standardized coefficient, beta, helps us identify which independent variable has the strongest effect with respect to the dependent variable. The higher the absolute value of beta, the stronger the effect.

**RO1.2: Contingency table: Chi-square test of association.**We use the Chi Square test of association to address RO1.2.

We define the hypotheses and variables needed:

|  |
| --- |
| : There is no association between the Region of residence of a child and their preferred LEGO product type. |
| : There is an association between the Region of Residence of a child and their preferred LEGO product type. |
| X (Region):   * Asia * The Americas * Africa * Europe * Oceania |
| Y: Preferred LEGO Product type:   * Physical LEGO Products * Digital LEGO Products * Blended LEGO Products |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Physical LEGO Products | Digital LEGO Products | Blended LEGO Products | Total |
| Asia |  |  |  |  |
| The Americas |  |  |  |  |
| Africa |  |  |  |  |
| Europe |  |  |  |  |
| Oceania |  |  |  |  |
| Total |  |  |  |  |

Region \* Product type Crosstabulation

After we have produced the crosstabulation, we use the Chi-Square test below to determine if there is any association between the two variables. If p-value is less than 0.05, or if value is greater than 5.991, we reject our null hypothesis and conclude that there is an association between the region of residence of a child and their preferred LEGO product type.

**Chi-Square Tests**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | df | Asymptotic Significance (2-Sided) |
| Pearson Chi-Square  Likelihood Ratio  Linear-by-Linear Association  N of Valid Cases |  |  |  |

Finally, in order to determine the strength of association between the two variables, we use Cramer’s V as the Phi value is only reliable when checking for association between variables in a 2x2 table. Cramer’s V has a value in between 0 and 1 and indicates the strength of the association between two categorical variables. A larger value indicates a high degree of association. We make use of a PRE (Proportionate Reduction in Error) measure, Asymmetric Lambda in this case, to measure the percentage improvement in predicting the value of the dependent variable, given the value of the independent variable. For example, if the value of Product type in the table is 0.178, it means that knowing the Region an individual is from, improves our ability to predict their preferred product type by 17.8%.

|  |  |
| --- | --- |
| **Strength of Association** | **Value of Measure of Association** |
| None | 0.00 |
| Weak | ±0.01 to 0.09 |
| Moderate | ±0.10 to 0.29 |
| Strong | ±0.30 to 0.99 |
| Perfect | ±1.00 |

|  |  |  |
| --- | --- | --- |
|  | Value | Approx. Sig. |
| Nominal by Nominal Phi  Cramer’s V  N of Valid Cases |  |  |

1. Not assuming the null hypothesis
2. Using the asymptotic standard error assuming the null hypothesis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Nominal Lambda Symmetric  by  Nominal | Value | Asymptotic  Std. Error. | Approx. | Approx. Sig. |
| Region dependent |  |  |  |  |
| Product type dependent |  |  |  |  |

Once we determine if there is an association, and the strength of association between the variables- we can determine which type of products to produce more for different regions.

**1.3: One way ANOVA**

We use One-Way ANOVA to address RO1.3.

|  |
| --- |
| : Mean preference ratings for digital LEGO products are the same across the different age groups of children. |
| : Mean preference ratings for digital LEGO products are different across the different age groups of children. |
| Our categories for the different Age Groups of children are as follows:   * 0-4 years old * 4-8 years old * 8-12 years old * 12-16 years old |

We obtain preference ratings for digital LEGO products using a 5-point Likert scale [In questionnaire], where 1=Least Preferred and 5=Most Preferred.

We will first determine whether the variance for all categories is equal or not using Levene’s test.

We define hypotheses to test for the homogeneity of variances:

|  |
| --- |
| : |
| : Not all variances are equal |

Where: is the variance of digital product preference rating of 0-4 years old  
 is the variance of digital product preference rating of 4-8 years old  
 is the variance of digital product preference rating of 8-12 years old

is the variance of digital product preference rating of High Schoolers 12-16 years old

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Levene  Statistic | df1 | df2 | Sig. |
| Based on Mean |  |  |  |  |
| Based on Median |  |  |  |  |
| Based on Median and with adjusted df |  |  |  |  |
| Based on trimmed mean |  |  |  |  |

At 5% significance level, if the p-value>0.05(based on mean), we do not reject and conclude that the variances are not significantly different across different age groups.

We proceed with the One-Way ANOVA and define new hypotheses:

|  |
| --- |
| : Mean preference ratings for digital LEGO products are the same across the different age groups of children |
| : Mean preference ratings for digital LEGO products across the different age groups of children are not equal. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups |  |  |  |  |  |
| Within Groups |  |  |  |  |  |
| Total |  |  |  |  |  |

Testing at a 5% significance level, we reject if p-value<0.05.

If p-value<0.05, we reject and conclude that the mean preference rating for digital LEGO products is significantly different for at least one age group. This means that preference for Digital LEGO product varies according to the age group of a child.

**RO2.2: Paired t-test**

We first conduct focus groups to fulfil RO 2.1, in order to note their concerns regarding the different marketing strategies and then implement the most suitable marketing strategy moving forward.

We define our hypotheses:

|  |
| --- |
| : The implementation of the marketing strategy has no effect on the consumers awareness of our initiative. |
| : The implementation of the marketing strategy has an effect on the consumers awareness of our initiative |
| X: Mean consumer awareness scores before and after the marketing strategy has been implemented |

We will conduct a paired t-test to determine whether the marketing strategy that we implemented has been successful. We obtain consumers awareness scores about our initiative before and after we have implemented the strategy. We make use of Causal Research design and apply the ‘Pre-Test, Post-Test control group design’ in order to effectively determine the effect, if any, that the marketing strategy has on consumer awareness scores.

|  |
| --- |
| One-Group pre-test post-test design |
| X |

: Pre-test group  
: Post-test group  
X: Implementation of marketing strategy

Table: Experimental Design

**Paired Samples Test**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Paired Differences | | | | | |  | | | |
|  | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the difference | | | t | df | Sig. (2-tailed) |
| Lower | Upper | |
| Pair 1 before-after | |  |  |  |  |  | |  |  |  |

After obtaining the output of the paired t-test via SPSS, we conduct our hypothesis test. If the p-value<0.05, we can reject and conclude that the marketing strategy applied does effect consumer awareness scores. Also, we can use the 95% confidence interval obtained to determine whether the marketing strategy had a positive effect on the consumers awareness or not. If the confidence interval is positive and does not drop below or contain 0, we conclude that the marketing strategy has a positive effect on consumer awareness scores.

**RO3.1 IS FULFILLED VIA FOCUS GROUPS.**

**RO3.2: Chi Square test of homogeneity**

We define the hypotheses:

|  |
| --- |
| : There is no difference in the proportion of LEGO customers that shop at LEGO retail stores across different regions. |
| : There is a difference in the proportion of LEGO customers that shop at LEGO retail stores across different regions. |
| X: Regions. |
| Y: Where LEGO customers purchase their products. |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Asia | The Americas | Africa | Europe | Oceania | Total |
| Purchase at LEGO retail stores |  |  |  |  |  |  |
| Purchase elsewhere |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |

Place of Purchase \* Region crosstabulation.

We conduct a Chi-square test on SPSS and obtain the following output:

**Chi-Square Test**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | df | Asymptotic Significance (2-Sided) |
| Pearson Chi-Square  Likelihood Ratio  Linear-by-Linear Association  N of Valid Cases |  |  |  |

Using the Pearson Chi-Square and the asymptotic significance values we carry out our hypothesis test. If Asymptotic Significance value, that is: if p-value<0.05, we reject and conclude that there are significant differences in the proportion of LEGO customers that shop at LEGO retail stores across different regions. Through this, we can identify the regions in which there are a greater proportion of LEGO customers that purchase their products at LEGO retail stores, and hence aim to open more stores in those regions.

**RO3.3: Two-Way ANOVA**

We define the hypotheses:

|  |
| --- |
| : LEGOs annual sales are not affected based on the availability of LEGO stores in different regions. |
| : LEGOs annual sales are affected based on the availability of LEGO stores in different regions. |

Below are the categories for each of the independent variables we use:

|  |  |
| --- | --- |
| Availability of LEGO stores | Regions |
| * Low * Medium * High | * Asia * The Americas * Europe * Africa * Oceania |

**Test of Between-Subjects Effects**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
| Corrected Model  Intercept  Region  Availability  Region\*Availability  Error  Total  Corrected Total |  |  |  |  |  |  |

1. R Squared= \_\_\_\_ (Adjusted R Squared= \_\_\_)

Table: Test of Between-Subjects Effects

We can now determine whether each of the three effects- two main effects (Region and Availability) and one interaction effect (Region\*Availability)- are significant. Testing at 5% significance level, if the p-value<0.05 for any of the effects, it means that it’s not significant. For example, if p-value<0.05 for the Main effect of region - it means that there is significant difference in the Annual LEGO sales across different regions. If p-value>0.05 for the interaction variable, it means that there is no significant interaction between Region and Availability.

Using the Partial Eta Squared value for each effect, we can determine how much of the variability in Annual LEGO Sales is accounted for by that effect. For example, if the Partial Eta Squared value for region is 0.076, it means that the factor ‘Region’ accounts for 7.6% of the total variation in Annual LEGO Sales not attributable to other variables. Through this research, we can determine whether having more retail stores in a region helps boost its sales and hence make an educated decision regarding whether it is beneficial to open new stores.

**7: Budget Breakdown**

The estimated budget required for the entire market research proposal is as follows:

|  |  |
| --- | --- |
| Reason | Estimated cost |
| Total incentives | $50,000 |
| Focus Group charges | $125,000 |
| Total Data Collection | $250,000 |
| Data Analysis | $150,000 |
| Operating charges | $100,000 |
| Human Resources | $75,000 |
| Total Cost | $750,000 |

**8: Timeframe**

We’re given a 4-month period by LEGO within which we must complete the research and present our findings. In the GANTT chart below, we have laid out a detailed schedule with which we can successfully complete our research within four months. Research is completed between 1/07/2021 to 21/10/2021.

**9: Recommendations**

Based on our findings, we make recommendations to LEGO regarding the best strategy to take moving forward.

**9.1: Proposed future research**

* LEGO could invest into further research on its advertising department in order to create more awareness about their new products and bring more awareness to its initiative of becoming more environmentally friendly. Through this, LEGO may identify new ways to make the most of every advertisement which will gain more consumers’ attention and in turn help them gain consumers. This will help them in their bid to maintain growth and boost their market share.
* LEGO could invest into research into how it can streamline its production process and be more cost effective- which will in turn will have a domino effect and help reduce cost of production, allowing them to reduce cost for consumers to a price that consumers are satisfied with, without losing profit, in fact it will boost their overall revenue as more customers will purchase LEGO products- boosting their market share and helping them grow more.

**10: QuestionnaireGraphical user interface, text, application, email

Description automatically generated**

Graphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application, email

Description automatically generatedGraphical user interface, text, application, email

Description automatically generated

**10: Appendix**

* The Guardian: [LEGO develops first bricks made from recycled plastic bottles.](https://www.theguardian.com/lifeandstyle/2021/jun/23/lego-develops-first-bricks-made-of-recycled-plastic-bottles)
* Financial Times: [LEGO sales and profits surge to record highs.](https://www.ft.com/content/d2e845f1-1484-4745-8e3e-4995ee85f772)
* LEGO: [The LEGO Group reveals first prototype LEGO brick made from recycled plastic.](https://www.lego.com/en-us/aboutus/news/2021/june/prototype-lego-brick-recycled-plastic/)
* CNET: [LEGO to stop producing petroleum-based plastic bricks.](https://www.cnet.com/news/lego-to-stop-producing-petroleum-based-plastic-bricks/)
* Wikipedia: [LEGO](https://en.wikipedia.org/wiki/Lego)
* SmartSurvey: [What is a good survey response rate?](https://www.smartsurvey.co.uk/blog/what-is-a-good-survey-response-rate#:~:text=When%20we%20look%20at%20the,rates%20are%20currently%20around%2030%25.)
* SoftSchools: [How many parts have LEGO produced over the years?](https://www.softschools.com/facts/games/lego_facts/3264/)
* NBC NEWS: [As millennial parents demand sustainable toys, LEGO is perfecting plant-based bricks.](https://www.nbcnews.com/business/consumer/millennial-parents-demand-sustainable-toys-lego-perfecting-plant-based-bricks-n1038721)
* Would like to thank Prof. Dion for his insights to help me create a framework (attached below) in order to make this market research proposal.Text

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* **TOTAL WORD COUNT EXCLUDING EXECUTIVE SUMMARY, TABLE OF CONTENTS, FOOTNOTES, EQUATIONS, TABLES, TABLE LABELS, FIGURES/CHARTS AND QUESTIONNAIRES IS 2996 WORDS.**