The Dog Resort Market Research Report provides insight towards many subjects such as GPS collars. The purpose of this report was to determine what technology was available for GPS tracking. The research report went through 5 different academic sources that all spoke about animal-tracking-technology. The report states that its original intention was to determine if GPS-tracking would be lucrative investment. In summation the general two topics discussed were GPS vs. Bluetooth tracking benefits.

There were two methods for gathering data used in The Dog Resort Market Research Report. The first method was a research-based analysis, deriving from sources found through the UVU library. This analysis consisted of various topics such as animal extinction and GPS vs. Bluetooth tracking. The second method used for gathering data was a survey concerning GPS technology and animals. These results helped determine if using GPS technology would be lucrative for The Dog Resort.

The research determined that GPS technology was overall superior in comparison to Bluetooth tracking. In addition, the survey concluded that our customers would purchase GPS technology for their pets. It was also determined that medium-sized dogs were the most common dogs to get lost. This concluded to the idea that The Dog Resort must have many medium-sized dogs amenities.