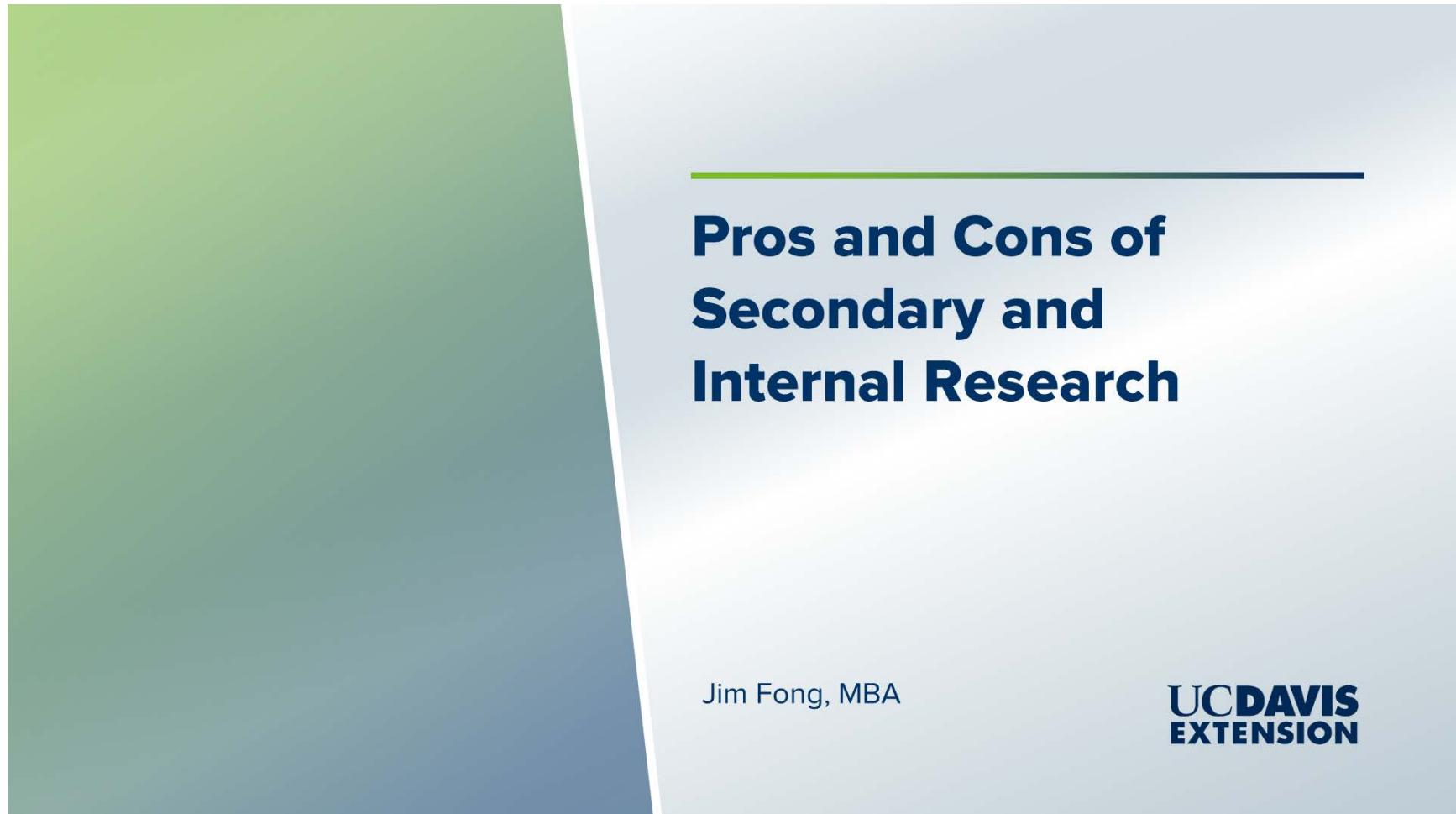


Lesson 2.5: Pros and Cons of Secondary and Internal Research

Slide 1: Pros and Cons of Secondary and Internal Research

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Pros and Cons of Secondary and Internal Research

Jim Fong, MBA

**UC DAVIS
EXTENSION**

Slide 2: Learning Objectives

Learning Objectives

Recognize pros and cons of
secondary and internal research in
planning phase

Slide 3: Why Choose Secondary Research

Why Choose Secondary Research

Fresh or “big picture” perspective

Usually inexpensive and quick

Wider net may yield new information



Slide 4: The Downside of Secondary Research

The Downside of Secondary Research



Questionable
quality of
information



Timeframe
(may be old)



Not connected to
your business
problem

Slide 5: Differentiating Factors of Secondary Research

Differentiating Factors of Secondary Research

Specific purpose of original could skew

Must be assessed for current project

How, who, and when can impact quality



Slide 6: Weigh Pros and Cons of Internal Research

Weigh Pros and Cons of Internal Research

May help understand situation, history or processes

May hurt by reinforcing problems of the past

May bias, limit or restrain new approaches



Slide 7: Two Reasons to Use Internal and Secondary Research in Planning

Two Reasons to Use Internal and Secondary Research in Planning



1. Elevate quality and thinking of anticipated research

2. Position market researcher as proactive and knowledgeable

Slide 8: Pros of Internal and Secondary Research

Pros of Internal and Secondary Research



Expands vision
More information expands thinking
More tools to solve
business problem

Slide 9: Pro: Provides Effective Tools

Pro: Provides Effective Tools

Better able to accomplish task

Provides more options, easier, more insightful

Less chance of error



Slide 10: Just Solve the Problem!

Just Solve the Problem!



The researcher's
responsibility is broader

Understand the
marketplace

Don't run with limited
understanding from client

Slide 11: Go Beyond to be Productive

Go Beyond to be Proactive

Look at multiple data sources

Look at big picture and try to reduce risk

Gather more information to make a better decision

Discover insights that solve problems

Slide 12: The World Has Changed

The World Has Changed

Challenge initial
assumptions

Look through a new lens

Challenge yourself in
today's market



Slide 13: Rapidly Expanding Field of Market Research

Rapidly Expanding Field of Market Research

Explore market **fully**

Do extra work to provide the value clients need

Aim to answer questions and solve the problem