

## **Question 1:**

- 1) Clarity in problem definition: How well the steps are outlined to clearly define the problem or opportunity for Gourmet Delights.**

### **Steps to Define the Problem Statement:**

- 1. Gather Internal Data:** Analyze sales data, customer feedback, competitor analysis, and marketing reports to understand existing trends and challenges.
- 2. Conduct Preliminary Research:** Review secondary data sources like industry reports and market research studies to gain broader context.
- 3. Define the Objective:** Determine the specific goal of the market research, aligning it with Sarah's request for a new dessert line.
- 4. Identify the Target Audience:** Define the primary and secondary customer segments for Gourmet Delights.
- 5. Refine the Problem Statement:** Based on the gathered information, formulate a clear and concise statement that captures the key challenge Gourmet Delights faces in launching a successful new dessert line.

- 2) Research question framing: How effectively research questions are framed to gather pertinent information and insights.**

Effective research question framing is crucial for guiding data collection and analysis, ensuring that the gathered information directly addresses the problem or opportunity.

### **Research Questions:**

1. Who are the primary and secondary customer segments for Gourmet Delights' new dessert line?
2. What are the current customer needs, preferences, and purchasing behaviors related to desserts in the local market?
3. How are existing competitors positioning their dessert offerings, and what are their strengths and weaknesses?
4. What are the emerging trends and innovations in the dessert industry relevant to Gourmet Delights' target audience?
5. What is the ideal price point and distribution channel for the new dessert line to maximize customer reach and profitability?

### 3) Hypothesis development: How accurately the hypotheses are framed.

Hypothesis development involves creating clear, testable statements based on the initial problem or opportunity identified. Accurate hypotheses guide the data collection and analysis process to validate or refute assumptions.

#### **Formulating Hypotheses:**

**Hypothesis 1:** We hypothesize that customers in the local market prioritize unique flavor combinations and locally sourced ingredients when choosing premium desserts.

**Hypothesis 2:** We hypothesize that existing competitors focus on traditional dessert options, creating an opportunity for Gourmet Delights to differentiate with innovative and Instagram-worthy dessert creations.

**The hypotheses for Gourmet Delights are accurately framed as they exhibit the following key characteristics:**

- 1) **Specificity:** Each hypothesis addresses a specific issue or opportunity, such as packaging complaints affecting premium chocolate sales or targeted urban marketing for organic snacks
- 2) **Measurability:** Hypotheses include measurable outcomes, like a 10% increase in sales or a 20% sales boost, making them testable and quantifiable.
- 3) **Testability:** They are designed to be tested with available data, such as customer feedback, sales trends, and competitor analysis.
- 4) **Relevance:** Each hypothesis aligns with the business objectives of addressing declining sales or leveraging market opportunities, ensuring they are relevant and actionable.

Overall, the hypotheses are clear, specific, measurable, testable, and relevant, ensuring they can effectively guide data collection and analysis to inform business strategies.

### **Question 2:**

- 1) **Clear choice of research design: Justification for choosing either exploratory or conclusive research design, considering the nature of the project.**
- 2) **Choice of research methods: Justification for choosing either quantitative or qualitative research methods.**

### **Research Design:**

●Exploratory research: Given the limited information about customer preferences and the new market, we recommend an exploratory research design. This approach allows us to gather insights and define the research questions further before moving to conclusive research.

### **Justification:**

- We lack a clear understanding of customer preferences and market trends specific to the new dessert line
- An exploratory design allows us to explore various research avenues before committing resources to conclusive research.
- We can gain valuable qualitative insights that can inform the development of a more focused and effective conclusive research plan.

**Choice of research methods: Justification for choosing either quantitative or qualitative research methods.**

### **Research Methods:**

#### **●Quantitative:**

- **Online survey:** To reach a broad audience and gather data on demographics, preferences, and purchasing behavior.
- **In-store intercepts:** To gain deeper insights into customer preferences through brief, focused surveys at the bakery.

#### **●Qualitative:**

- **Focus groups:** To gather detailed and nuanced feedback on potential dessert concepts and understand the "why" behind customer preferences.
- **In-depth interviews:** To gain deeper insights from specific customer segments, exploring their motivations and decision-making processes. By combining quantitative and qualitative methods, we can gain a comprehensive understanding of the market landscape and customer needs. The qualitative methods will help us refine their search questions and survey design for the subsequent conclusive research phase.