**BTEC Assignment Brief**

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| **Qualification** | | **Pearson BTEC First Award in Business (2018)** |
| **Component number and title** | | **1**: Introducing Business |
| **Learning aim** | | **B**: Consider how market research helps a business to understand the market |
| **Assignment title** | | **Using Market Research** |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | Following on from the success with how different businesses operate, your next blog is to focus on the market research of **one** business of your choice. It could be one of the businesses used in Assignment 1. It would help if it is a business which you are familiar with and which uses different methods of market research that you can easily find out about.  All businesses use some form of market research to find out what their customers want and need, and how their competitors behave.  This means that they do research into their market. Market research helps them understand their market and reach the customers they want to sell to. It also helps them succeed in persuading customers to buy from them rather than from the business’s competitors.  You will need to gather information on different methods of market research and make a judgement on how it can help a business collect information on its market. |
| **Task 1** | | **Part A**  In the first part of this blog post you must identify the different **primary** and **secondary** market research methods used by the business. You need to describe how these methods are used to gather information and give reasons why these methods are used by the business.  You must make sure that in your blog you provide examples of the different **qualitative** and **quantitative** research methods to illustrate the range of methods used by the business.  **Part B**  In the second part of this blog post, you must discuss advantages and disadvantages of the different methods of market research. Your blog should include examples of what these are and the extent to which each is important to the business. Examples of the things you must consider are:   * bias * control * cost * currency of information * ease of access * time * reliability   Finish the blog with a conclusion of how effective you think the use of different market research methods has been in helping the business develop its marketing plans. |
| **Checklist of evidence required** | | Blog post 3 |
| **Criteria covered by this task:** | | |
| Criteria reference | To achieve the criteria, you must show that you are able to: | |
| **2B.D2** | Assess the effectiveness of the market research methods used by a selected business to gather sufficient information on its market. | |
| **2B.M3** | Discuss the advantages and disadvantages of the market research methods used by a selected business to gather information on its market. | |
| **2B.P3** | Explain, using examples, how a selected business uses primary market research to gather information on its market. | |
| **2B.P4** | Explain, using examples, how a selected business uses secondary market research to gather information on its market. | |
| **Sources of information to support you with this Assignment** | | **Websites**  <https://www.business.gov.au/marketing/marketing-research>  <https://www.mymarketresearchmethods.com/an-overview-of-market-research-methods/>  <https://www.cleverism.com/market-research-techniques-primary-secondary/>  <https://www.entrepreneurshipinabox.com/1187/6-market-research-methods/>  **Textbook**  Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M., BTEC First Business Student Book, 2012 ISBN 9781446901366 |
| **Other assessment materials attached to this Assignment Brief** | | None |

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| If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met. | |
| Criterion reference | To achieve the criteria you must show that you are able to: |
| **1B.3** | Outline how a selected business uses primary research to gather data |
| **1B.4** | Outline how a selected business uses secondary research to gather data |