**d) Market Research Preparation.**

*Delete: Undertake some research into “Market Research Theory”.*

***For each of the research methods that you outlined in part c),*** *find out some key considerations e.g. for designing/using your own questionnaires, interviews etc. Make sure you cover both primary and* [*secondary methods.*](http://sixthformstudyskills.ncl.ac.uk/evaluating-sources/positives-and-negative/)

*Use this information to then justify the methods you have planned to use, explaining how they will enable you to gather useful/valid information to help with your project.*

E.g. Questionnaires: <https://learn.solent.ac.uk/mod/book/view.php?id=116236&chapterid=15317>

What is a questionnaire?

What makes a good questionnaire?

What should you think about when designing my questions?

When/Where should you carry out questionnaires?

What should you consider when choosing a sample? (Who to ask the questions to?)

Pros/cons of using a questionnaire?

Then justify why you think a questionnaire will generate useful/valid information for your project.

E.g. Newspaper Articles:

What are articles and how can they be useful? (Different types?).

Which are the best types of articles for my project?

What sort of information can you get from an article?

How do you analyse/make conclusions from an article to get useful information?

Pros/cons of using newspaper articles for research.

Why will I be using newspaper articles for my research – what information will I hope to find?

This needs to be done for all of the research methods that you are planning to use for your project.

**e) Resources needed to carry out project: GUIDANCE**

*Delete: In this section you need to fully explain each methods/piece of research that you will be using and the resources that you will need to help you.*

*You will need to include copies of questionnaire/interview questions etc. explaining why each question is being asked, criteria for observations, explanations of secondary sources that you intend to use etc.*

**Primary research - Interviews:**

Write a brief explanation of why you are carrying out the interview (what are you aiming to find out?).

Who are you intending on interviewing and why? (And when/at what stage of the project will you undertake this research?)

A list of questions you will ask (explaining why you are asking each of these).

How do you hope to use the information that you find out in the interview?

Problems that you may face?

**Primary research - Questionnaires/Surveys:**

Write a brief explanation of why you are carrying out the questionnaire/survey (what are you aiming to find out?).

Who are your sample and why? (And when/at what stage of the project will you undertake this research?)

A list of questions you will ask (explaining why you are asking these).

How you will analyse the results/data collected.

How do you hope to use the information that you generate from the questionnaire/survey?

Problems that you may face?

**Primary research - Observations/Visits (Including mystery shopper visits):**

Write a brief explanation of why you are carrying out the visit (what are you aiming to find out?).

Where/when?

A list of criteria you will be observing (explaining why you are observing these/grading system?).

How do you hope to use the information that you generate from the observations?

Problems that you may face?

**Secondary research: Articles, exerts from books, websites, reports, reviews etc.**

List each secondary source that you hope to use for your research.

**Books/Articles/Reports etc.:**

For each one you intend to use.

Title of books/magazines/reports (including authors, name of magazine/newspaper, date of publication, chapters if relevant).

Justification of this source – why are you looking at this source and what do you hope to find out? At what stage of the project will you undertake this research (and why)?

How will you write up your findings?

Problems that you may face?

**Websites: Company sites, review sites, social media pages etc.:**

For each one you intend to use.

What are you hoping to find out from these sites and how will you use this information?

Justify why they are good sources to use (or not)

How will you write up your findings?

Problems that you may face?