**Learning Aim C
Collecting Market Research**

**Develop a marketing plan using research data that provides a viable business case.**

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| **What is market research?** |
| **Market research plan** |
| **Purpose of market research** |
| **Primary research methods** |
| **Surveys** |
| **Advantages** | **Disadvantages** |
| **Interviews** |
| **Advantages** | **Disadvantages** |
| **Observation** |
| **Advantages** | **Disadvantages** |
| **Focus Group** |
| **Advantages** | **Disadvantages** |
| **Secondary research** |
| **Advantages** | **Disadvantages** |
| **Internal Sources** |
| **External Sources** |
| **Problems with research methods** |
| **Qualitative Research**  |
| **Quantitative Research** |