**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** | |