# Example sections from Distinction work

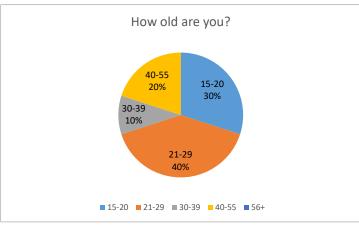
### 1.0 Introduction

1.1 For this market research, I was tasked with obtaining results for the question of how Elizabeth Brentley can improve the sales and profile of her business, Office Lunches, mainly through the use of an app. In order to complete this I have carried out both primary and secondary market research, to obtain both quantitative and qualitative data that can be applied to the research question. This data will be presented in the following report.

### 2.0 Research objective

2.1 Validity is the extent to which a concept, measurement or conclusion corresponds to the question the result answers. In this report I will be assessing the validity of both my primary research questions, as well as the validity of the secondary research I conducted, in relation to the objective of my research and how well my research fulfils this objective. The research objective was to determine the best methods for Elizabeth to improve the sales and profile of Office Lunches through the collection of data from both primary and secondary research. In order to fulfil this objective I first designed a Questionnaire to be filled out by respondents chosen from random sampling, then collected the data and presented on graphs so I was able to recognise trends within the results. After this, I then collected more data through internet and article research, meaning I could gather Qualitative data that Elizabeth can use by comparing her business to other small businesses, which will allow her to see what her improvements she can make by seeing what makes those other businesses successful.

## 3.1 Question 1 - How old are you?



3.1.1 The chart shows that the majority of respondents I received were aged between the ranges of 21-29, followed by ages 15-20. This is significant as it means I

determine a target audience based on my results.

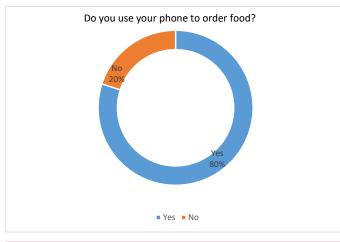
3.1.2 With this question, I was aiming to determine the different age groups of respondents, which I would then use to determine a target audience for Elizabeth's business. This is valid in terms of Elizabeth's research question, because determining the target audience for her

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business will help in the creation of marketing for her business, therefore help improve its profile

3.1.3 I placed this question at the beginning of my questionnaire, as it is a question about the demographics of respondents, so is best placed early in order to organise the data collected into age groups. These types of questions are best placed at the beginning of the questionnaire, as it allows the data to be able to be sorted into groups without having to look at every answer, as well as keeping respondents interested in the survey by not staring off with any complicated questions. The ability to sort the responses early on will allow Elizabeth to find her target demographic within the data, and use their responses to improve Office Lunches. This question is important to ask as this allows me to determine which age group the Respondent fits into, which can then determine whether they work or not. Furthermore, it is fitting to place this question first, as it is a question about demographics to later use to organise the results. The question doesn't link to the next one, but this isn't much of an issue because of the nature of this first question.

### 3.5 Question 5 - Do you use your phone to order food?



3.5.1 The app may be successful with the target audience of the business because many of the respondents already use an app to order food, so therefore there is a market for the app. This is

because 80% of respondents said they do order food off of their phone, which means the results could potentially be generalised to the age range that Office Lunches is targeting, showing that there is a market for the service Elizabeth will provide.

3.5.2 This question was used to determine the percentage of respondents that use apps off their phone to order food. This would be useful to determine, as it will let Elizabeth know whether it is worth using an app for her business. The question is valid as it directly links to the research question, as Elizabeth can boost the sales and profit of her business through an app because the results of the question show that there is a market for the app within the industry. This question is placed specifically after question 4, as I thought that the response from question 4 will directly link to the results of question 5 because if the respondent did not use card payment often, it is likely that they will not use apps to order food. This question allows me to establish whether it is worth having an app for the business, as it will show me whether there is a market for such an app, so therefore should be placed relatively early in the questionnaire at 5th. This question links well to the next couple questions, as these questions all follow up on the answer given in this question.

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### 4.0 Secondary Research

#### 4.1

### 3. Nic & Luc Jam

Most people <u>start small</u> and eventually work their way up to working with bigger, more prestigious companies. Leroy Bautista, founder of <u>Nic & Luc</u>, has seen his career take the opposite path—and he's better for it.

Bautista, who worked in commercial kitchens, high-end restaurants, and successful catering companies for 25 years, was ultimately laid off from his job as a chef during the recent economic downturn. Instead of sulking or settling for less, he saw it as a chance to finally do what some of his co-workers and friends had been telling him to do: make his sauces and vinaigrettes and sell them at local markets. Thus, it was out of opportunistic necessity that Nic & Luc was born.

Originally selling just a few flavors, Nic & Luc has now expanded to include 17 flavors that can be found in local shops, markets, and online. What sets the them apart from some of the competition is they use no artificial ingredients and only local produce.

For many small businesses, the world "local" is thrown around as a way of garnering business or appearing trendy, but for Nic & Luc, it's a core value. Bautista finds it important to support other local businesses like himself, <u>saying</u>, "We use locally grown ingredients like chili peppers. We're a small local company and we support others like ourselves to help our local economy."

While profitability is obviously a key objective of running a small business, don't forget about the other small business owners in your community. The more you pour back into them, the more they'll pour into you.

4.1.1 This small but successful business shows that Elizabeth should use the locality of her business as a unique selling point, as well as make local connections with other businesses in her area in order to both establish a customer base and increase revenue to a level where the business can survive. This is important for Elizabeth's business, as her business will often involve working with other firms, because that is her target audience. Establishing loyal customers early on in her business will help the business survive while it grows. This research is valid in terms of the research question because it suggests how Elizabeth can make improvements to the business by making connections with other business, as well as creating a UPS to make her business stand out from others. However, these suggestions may not be as effective in Elizabeth's business, as she is implementing these changes in a different way to the other businesses, so it may not work out for her in the same way. Furthermore, this research has been taken straight from an article from the Internet, so as a result the validity of the research is compromised due to the natural bias of news articles, as well as the risk that the information is not entirely accurate. In conclusion, the research is valid to an extent, as the information gathered from the article can still be used to improve Elizabeth's business and sales.

# 5.0 Improvements to market research

5.0.1 The first improvement that I would recommend making to the market research is to change the order of the questions presented in the questionnaire, as both question 8 and question 12 should be moved to earlier on in the questionnaire due to the relation these questions have with question 5 and 6. These changes will improve the flow of the Questionnaire, which will be beneficial

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to the research as more respondents will be likely to finish the entire questionnaire, allowing me to gather more primary research data, resulting in a more valid survey.

# 6.0 Recommendations

6.0.1 In order to improve the profile and quality of her business, Elizabeth should first implement a rating system for her products within the app of her business, as many respondents from the primary research would like to see this feature. This is supported by the results from Question 13, as 38 of 50 respondents answered that they would like to see this feature within the app, showing Elizabeth that it would be beneficial to her business to include this feature. Furthermore, this feature will also help Elizabeth find which of her products are most successful with customers, as well as the ones that are least successful, meaning she can remove the unpopular products from her line and design more products similar to the highest rated products.

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ONE PARAGRAPH OF SEVERAL – YOU NEED MORE THAN THIS

### Commented [LP9]: D2

ONE PARAGRAPH OF SEVERAL – YOU NEED MORE THAN THIS