

# TIPS

## STEP 2 INTRODUCTION

### MARKETING RESEARCH EVENT

**Skip step 1- Executive Summary until the end of Deca manual in December!**

#### 2. Introduction

##### A. Description of the business or organization

- Explain in detail the **type of business** you are starting, such as history and facts.
- May include a detailed chart for your products and services your company will provide..
- Identify specific **Store location**- for your marketing research study. Include detailed information about the area. (city, shopping center, anchor stores nearby)

##### Trading area analysis

Explain whether or not this company is a growing business which is popular among customers in our area and explain why. Example- “I feel my Mexican restaurant will be successful in the Coral Springs area because the area is growing with little competition in the area. Also include location of your business- city, street address, major intersection where company located.

##### B. Description of the community

**General Data: geographic, demographic, economic**

**Geographics**- where you will draw your customers from? Example- “ My customers will come from coral springs, and Tamarac generally since the company is located between both cities.

**Demographics**- Must include detailed information gathered from the internet and researched from the Chamber of commerce website about your chosen city. Include information such as average income, age, ethnic background and average price of a home/condo in the area.

**Socioeconomic Factors**- Includes income, ethnic background, and sense of community. Tip- research the local Chamber of Commerce for detailed info.

##### C. Overview of the business current culture and employee engagement strategies.

- Research any company policies which benefits employees. Ex: paid holidays, company bonuses, vacation time, opportunities for advancement.

#### 3. Research Methods used in the Study

##### A. Description of the business’s target market

\* Who did you meet with to discuss your marketing research? Store manager? Marketing teacher? Use names and explain how you were using their company to conduct marketing research study geared for the **2019 Topic**- *“the development of a cause marketing campaign. Participants will collaborate with a local business to analyze current customer perceptions of the company or organization’s corporate social responsibility.”* Teams will create and type a marketing survey (1-page) about your chosen companies Cause Marketing Campaign.

- \* Who will receive these surveys? (Customers and/or store managers explain in detail)
- \* Explain any personal interviews with Store managers.

### **B. Process of conducting the selected research methods**

- \* For this step your team will actually design your 12- 15 question survey. See Mr. Kennedy for tips on creating a survey.
- \* Explain why you selected your specific questions- List and explain each question.

## **Marketing Research Events**

### **Step 3 & 4**

### **3. RESEARCH ETHODS USED IN THE STUDY**

#### **A. Rationale and description of research methodologies selected to conduct the research study**

#### **B. Process of conducting the selected research methods**

(Tips for above steps)

- For this step you will simply create your 1-page (15-questions) marketing survey. List each of your questions and explain why you selected each question. Make sure each question relates back to the Topic for your Research Event. Next, use Marketing Essentials textbook Ch. 29 on Marketing Research to help you design your Marketing Survey. See pages 689-693 for types of questions:
  - Yes-No
  - Multiple Choice
  - Level of Agreement

Other options for this step include: **Web Panels or Online Focus Groups:** Groups of people who are questioned Online to provide information on research issues. You will write about the discussion from the focus group in a detailed paragraph. Include date held? How many participated? Location? Pictures? Your Focus group should consist of 1. Teenagers (Generation Y); 2. Business group (Generation X); and family group (Parents/adults).
- Simply explain all aspects about how you and your team conducted the survey. For instance, date administered; locations to conduct survey; comments or reactions from customers; Did you provide a pen/pencil and provide a clipboard? Generally speaking, how long did the survey take to compete for customers? Mr. Kennedy will Xerox 25 copies of your graded marketing survey for you to administer at the proposed business.

## **TIPS FOR ADMINISTERING YOUR MARKETING SURVEY**

TO: Marketing Research Teams

FROM: Mr. Kennedy

***This is for Step #4- Findings and Conclusions of the Study***

1. Once Mr. Kennedy approves your 1-page typed survey he will xerox 20- copies for your team to administer on campus or at your proposed business.
2. Pick-up 3 clipboards from Mr. Kennedy and each member of your team will administer 8 surveys. Bring a pen or pencil for students/customers to complete survey.
3. Ask person first if they are a customer of your proposed business. If they are NOT a customer then do NOT administer the survey to him/her.
4. Your team has 2-days to administer the 20-surveys.
5. Make sure each member takes pics of student completing the survey. Also try to get into the picture as well.

## **Tallying the results of your Marketing Survey**

1. Simply take all 20-surveys and tally the results of EACH Question. As a result, you will re-type each of your 20-questions and provide the percentages for each question.

***For YES/NO Questions***

EX: 13 responded "YES" out of the 20 surveyed = 65%. This will translate to:

1. 65% of the customers surveyed are aware of (Name of your Company) role in Social Responsibility within the local community.

For ***Rating Scale questions*** look at the surveys and find those with the highest number and give the percentage of the results.

EX: 8 customers replied #4 Very satisfied, so 8 divided by 20 = 40%. This translate to: 40% of the customers answered they are Very Satisfied with (Company Name)role in educating customers about cyber threats and offering tips on how to minimize customers accounts from being hacked.

## **4. FINDINGS AND CONCLUSIONS OF THE STUDY**

### **Parts A & B**

Tips for Step 4- A & B

- A. For this step, your team will tally the results of all questions from the survey and calculate into percentages.

For instance, 72% surveyed feel more lunch time is needed for students on campus.

Ex: 18 responded “yes” out of the 25 questioned = 72%

For this step, identify a minimum of six strategies you propose to implement to improve the business.

Your questions need to be geared for the **2019 Topic**- Is the development of a cause marketing campaign. Participants will collaborate with a local business or organization to analyze current customer perceptions of the company or organizations corporate social responsibility. Participants will then present a strategic plan to create a cause marketing campaign that aligns to the company or organizations core values.

- **Personal interviews**
- **Focus Groups**- panels of 7-12 people who have common interests.
- **Telephone interviews**- Call customers over the phone with specific questions.
- **Typed Marketing surveys**
- **Online Survey or Panel Group.**

- Yes-No \* Level of Agreement
- Rating Scale \* Multiple Choice

1. At the top of your survey type the following: **Marketing Research Customer Survey (center)**
2. Next, include the following: **Please complete the following customer survey to determine if you are aware of (Company Name chosen) Cause Marketing Campaign.**
3. Try to keep your typed survey to 1-page and number questions 1-12. I suggest you use (3) Yes/No (3) Rating Scale, (3) Level of Agreement, and (3) Multiple Choice
4. At the bottom of your survey type the following: **“Thank you for completing this marketing survey in behalf of (your full names) and Monarch Deca Chapter.”**

(SA= strongly agree, A= Agree, N=neutral, D= Disagree, SD= strongly disagree)

It is important for companies and customers to care about recycling and minimizing paper waste.

SA\_\_\_ A\_\_\_ N\_\_\_ D\_\_\_ SD\_\_\_

By eliminating paper monthly statements will help reduce the chances of someone stealing my mail and having access to my banking information.

SA\_\_\_ A\_\_\_ N\_\_\_ D\_\_\_ SD\_\_\_

#### Rating Scale question

( 4=very satisfied      3= satisfied      2= dissatisfied      1=very dissatisfied)

How would you rate (company name) role in educating our customers about cyber threats and offering tips on how to minimize your account from being hacked.

4\_\_\_ 3\_\_\_ 2\_\_\_ 1\_\_\_

Have you ever participated in our local Community Charity event, such as Women in Distress?

\_\_\_Once      \_\_\_ 2 or more time      \_\_\_rarely      \_\_\_never once

#### Multiple Choice question

Check all of the following areas you would like to see our company get involved for Cause Marketing:

\_\_\_ Sponsor a Charity      \_\_\_ Use Solar power for Electric      \_\_\_Respond greater to Customer Concerns  
\_\_\_ Implement a Green Marketing Campaign

## Marketing Research Event

### Tips for Step 5- Proposed Strategic Plan

- A. Objectives and rationale of the proposed plan.
- B. Proposed activities and timelines
- C. Proposed metrics to measure **ROI (return on investment-** look at pg. 586 in Mkt. book), **sales, customer retention, customer satisfaction**, etc.

#### Tip Step 5- Proposed Plan

- A. I recommend you make 4-5 recommendations enhance (improve) the company's **Cause Marketing Campaign** based upon your survey and interviews.
- B. Explain how you would implement this over a 12-month period.
- C. Explain **ROI**, sales, customer retention and customer satisfaction for your selected company. You will need to get these figures from the company manager.

Submit a minimum of two-typed pages for both Steps A & B and for Steps C & D.

