

Vicale had propelled his business above other potential competitors in the market...

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**CASES: HEROBUILDERS. COM**

## Discussion Questions

1. Which of the four types of studies are presented in this case?

The studies represented by the case study are descriptive and survey studies. In study data retrieved from the research is used to make conclusions and decision making purposes on the report. From the case study, Vicale's hobby was transformed into a business that rapidly grew due to the research he carried out on the modern day action figures. The constant demand for action figures from friends and visitors to his office, and with the research he conducted on the internet increased his urgency to start the business. Exploratory research conducted enabled him to evaluate the potential market for his goods. He was able to compare his product to the products available in the market. He found that his products were unique and easy to manufacture compared to other products. The competitive advantage Vicale had propelled his business above other potential competitors in the market. His products were modern day heroes compared to the conventional fictional heroes in super natural stories. Their uniqueness enables Vicale to have a competitive product for his e-commerce business (Cooper & Schindler, 2010).

2. using the criteria in Exhibit 1-6, evaluate the research that HeroBuilders. com conducted prior to launching its hero and villain action figure business. The first step is the identification of the business idea to be researched. The creation of action figures was Vicale's hobby and he had made some for himself before friends urged him to make more. The research question thus arises on the clientele that would buy the product produced by Vicale. Vicale

decided to search the internet as his first source of information due to its accessibility. From the internet he discovered that many company were in the market producing similar products. The difference was the end product and the technology used. The action figures produced by Vicale were easy to produce because the action figure heads were fitted on a uniform body. He later expanded his sample size by taking his research to the market. In the market he found that most of the toys in stores were action figures. The action figures had a high market compared to other toys on the market and they could suit both genders. Implementation of his findings is the final step in Vicale's research where he evaluates his findings and implements (Cooper & Schindler, 2010).

3 What issues, other than those Vicale chose to evaluate, would you have included in your research plan for HeroBuilders. com?

Competition in the market is worthy of inclusion into the research where by Vicale should have evaluated the fast moving toys on the market. This information will be useful in ensuring that the company's design will be competitive in the market. Understanding the competition is also useful information required by the company to ensure that it is adequately prepared as it enters the market. The pricing of the goods in the market should also be added to the research. The pricing of action figures in the market will enable the company to evaluate their proposed price of their product. The price should be relative compared to other products in the market. High pricing would reduce the market while low profits would kill the profits. Segmentation should also be included in the market research. Action figures researched cover the children. Some collectables are not bought by

children thus this segment should be considered. Producing a product that caters for this segment should be incorporated into the market research (Cooper & Schindler, 2010).

#### References

Cooper, D. R. & Schindler, P. S. (2010) Business Research Methods. 11th Edition. McGraw-Hill Publishing