

Example of method essay

[Business](#), [Marketing](#)



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Proposal Report

Proposal Report

Objective

The purpose of the report is to highlight the safest dog car seat according to consumer reviews and expert assessments. The report also highlights the dog car seats with the best credentials and the ones that have the highest scores. The report also gives an insight into some of the features consumers look for when buying their car seats for dogs. This is informed by the fact that many people (90 % of pet owners) like to travel around with their pets (Les, 2012). Although there are many products in the market, some of them perform better than others in terms of safety, comfort and ease of use. According to many consumers, safety is a major consideration because travelling with an unrestrained dog is a risk to both the driver and other road users. Therefore, the safety of the dog is as important as that of the pet owner. However, safety is not the only thing that pet owners consider when rating dog car seats. There are other features that they consider as well, and this report digs deep to uncover the rest of the features pet owners consider.

The report is compiled by examining expert assessments on dog car seats as well as examining consumer reviews of the existing products. Of particular interest are the safest car seats in the market. The report also highlights what consumers think about the various products existing in the market today. The report relies heavily on the use of secondary information that is published in books and pet websites. Expert opinion regarding the same matter is also taken into account.

Scope and Report Type

The scope of the report does not exceed beyond use of secondary information. Therefore, the report does not go to the extent of discussing feasibility of the various products offered in the market. Basically, this is an informational and recommendation report. Nonetheless, the report provides an in-depth analysis of the safest car dog seats, the ones that have passed the tests, and the ones that have the best credentials.

Reference

Lee, S. (2012, September 29). Importance of car restraints for your dogs to be safe. Retrieved February 17 , 2014, from Examiner. com : <http://www.examiner.com/article/importance-of-car-restraints-for-your-dogs-to-be-safe>