

Information about bescafe coffee company marketing essay

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



Managing Director Bescafe coffee company

FROM

Market research agency

REGARDING :

Information about bescafe coffee company Thanks for giving opportunity to create project proposal but before starting we would like to have certain information from your side to strengthen the understanding about your equipment. The information which we required from your side will be categorised into following points.

A. BACK GROUND :

1. Can we know few information regarding services , packing , product.
2. Can you list the top ten services and product
3. what were the major milestones in the company history (structural changes)
4. what information do you have from your core customers .
5. can we access to that .
6. what are are all the reasons that your market shares going down.
7. is there any macro environmental factors that effects your current packaging.
8. what are the services that you do other than packing.

B. RATIONALE :

1. can we have some transaction details
2. is there any liabilities be assumed by your company
3. what are all your business objectives
4. what are all your marketing objectives
5. what are your discussions apart from new packing .

C. OBJECTIVES :

1. can we know about current and future projects
2. can we know about company competitors
3. are there any packing companys that you would consider your competitors
4. can you fell free how you consider that they are your competitors
5. Tell us why your company is better than your competitors.
6. what all are the steps your taking
7. are you aware of direct marketing
8. what were the core aspects of your business.

D. METHODOLOGY :

1. what are your ethics
2. can you tell about legal compliance, litigation and ethical track record.
3. do you have customer card
4. can we access to that.
5. can we talk to those customer .
6. what quality systems designed to ensure strong corporate governance
7. how you want to go for research analysis

E. REPORTING :

1. Do you want any presentation
2. How many backups you need
3. what manner do you need backups
4. do you want any report in advance (before presenting)
5. when do you want the final presentation
6. is there any specific time and date
7. To whom we want to be address.

F. TIME SCALE :

1. is there any specific time and date
2. is there any specific information that you want from our side

G. PAYMENTS :

1. fixed amount for any of our research
2. payment is fixed depends on small scale or large scale company and the project . Payment fixed by; 1. facilities
2. equipments
3. personal
4. consulting services
5. other additional costs

CONCLUSION :

Thank you for providing valuable information and spending time .

QUESTION : 1B

TO

Marketing manager Bescafe coffee
FROM:-Market research agency
SUBJECT:

Produce a proposal to address the research needs of the company

Secondary data :

Desk research what ever the information we are getting from bescafe coffee company will be acting as same as secondary data this data will be helpful in judging and analysis market awareness of people. Secondary data can be use full in two
Secondary data can be used in different ways: The report the data simply in its original format. Then the place for this data will be in the part your main introduction or literature survey as support or evidence for your data. The data can be used in the research project. If you use it, analyze it for a different purpose to the data which is original then the most likely place would be in the findings the Analysis section of your project.

Strengths and Limitations

Strengths :

Captures comprehensive and older information Existing data can be used.

Search engines are available with web-based materials.

Limitations :

Information may be inaccurate. Data is limited if already exists.

Qualitative research :

The aim of the quantitative research method is to test pre-determined to

Produce the results. Qualitative data collection is a method in which the

attributes, characteristics, quality for the product and properties of a thing

are described. Quantitative data collection is a method in which data which

can be expressed is collected.

Quantitative research :

Quantitative data collection is a method in which data that can be

numerically counted or expressed is collected. This data is useful for

manipulated analysis and also in experiments, etc. and is represented by

histograms, graphs. In all tests we are going to form the walls each

containing 100 members and will sent to different group and analysis will be

done in a tabular foam.

Quota sampling :

In quota sampling the selection of data is made by the designer, who will

decide the quotas to fill from for focus-groups of the bescafe coffee

company. For example the interviewer may told to sample 100 females

between the age of 50 to 65. In quota sampling the selection is in random quota. Subjects to be pre-planned which is required for the specific categories. In uncontrolled quota sampling, the data chosen for those specific categories are selected any way chosen by the interviewer. In controlled quota sampling, the restrictions are implemented to specific to interviewer choice. Other features to eliminate factors in sample selection, the Quota sampling most commonly used non-probability method selection a sample on specific data.

Advantages :

cheap to organise

Disadvantages :

This method is Not representative of the population as a whole then the other sampling methods. Sampling is random, so it is impossible to access the sampling errors.

TIME SCALE :

Weeks

task

Cost(pounds)

1 week

2nd week

3rd week

4th week

5th week

6th week

7th week

8th week

9th week

Collect secondary data

Analyse data

Collect qualitative data

Analyse data

Interim presentation

Collect quantitative data

Analyse data

Preparing final report

Presenting final report

7000

5000

3000

5000

4000

3000

3000

2000

4000

36000

(qualitative and quantitative)

PART -B

QUESTION: 2A

Secondary data:

Secondary data is the data collected by someone else other than the researcher . This data can be collected from government records, books, trade institutes, statistics agencies. Research done with valid information is called Secondary Market Research.

Advantages of secondary data

Secondary data dose not consume time for researcher because this information is already collected and recorded in market by someone else.

This information is there in the market . its already research by other research company so it is easy to use and understand. in previous research need to follow the books and other source but now a days there is the availability of inter net so we can access easily This information regarding research is very useful for. It must be require at some points so secondary data is very less expensive compare to primary data. Secondary data is always used in compare to primary data so it is very use full to explaining the research details.

Disadvantages of secondary data

Researcher needs to understand various parameters that primary research had taken while collecting data. A term may have different subjects for different people, It is difficult to collect our own information so we need to follow or depend on older or other research data. Information collected from historical surveys are usually not match with the times and might have changed. So the making such information research may be highly risky for the business and their work The benefit as well as weakness depth of that information. Organization will not get query to their particular issues through this resource directly and one needs to 'mine' further into it to get same type of information. Few of the secondary data have same information. Then it is legally problematic.(secondary research)

QUESTION: 2B

COUSTER DATA BASE :

Customer data base is much essential for market research and for company business Now a days there are plenty of software s to store the customer

data base and protect with including name address , age, product taken and time of visit. Customer data base is easy to accessIt can be use at any time and for analysisBy this data we can approach customer individually at any time for research process.

DUTIES :

a. Collecting data of the customer. b. organise the data. Useful data should be protected. d. customer data base privacy policy.

1. Affix Data. To append data to any name and address file to learn age, income, home value, home ownership, presence of children, length of residence etc... 2. Predictive type Models this type combined with customer communications, can be very powerful technique that can increase response and reduce your attrition rate. 3. Databases. databases are essential to modern database marketing. Marketers need to understand the principles involved. 4. Caller identification .. Using the caller ID can speak to the customer as if she knew her, bonding with her and building close rapport. This helps deliver on the promise of database marketing. 5. Web system. They are a tremendous research tool and customer bonding and ordering tool. No database marketer can be really successful without a personalized website with cookies. 6. Email id Your product was shipped today. Here is the tracking numbe makes for vastly improved customer relationships leading to retention and increased sales.

Marketing Intelligence:

Market intelligence is the process to gather the data in depth of a company and product nature and also identify the marketing errors and creating way to develop the business strategic . It also analysis the various qualities in the market research for this market research it requires huge range of analytical skills. It gather the back ground profile of the company and analysis the data collected. Market intelligence help the company to enhance the market intelligence activity. We facilitates the monitoring of trends in advance , new in marketIt facilitates the market strategic decision making for developing the business in current market. Market research quantify and qualify the market methods by analysing the data. Two type of market intelligence:

Micro

Macro

based on external data(macro) :

Market intelligence from external data is normally collected by desk data This means basis and analysing presented information to develop a picture of a market and to try and answer some specific type of questions like what is the market potential and what are the future plans of our compitators , what prices might customers be willing to pay, what's the best means of entering a market

based in internal data(micro) :

The internal data can be collected by research from the customers . this data move far back ward the general information such as names, address, and

emails of the customer . It is also used to find out the business competitors and their goals and future plans.(MARKET INTELLIGENCE)

QUESTION : 2C

Data protection:

Data protection is for the purpose of the data which collected and recoded that can keep in privacy by the company. This act is worked under Data protection act 1998. There are mainly eight principles of data protection act. They are as under. 1. The data which Bescafe Company provided must be fair and lawfully so that it become easy to sort out data and problem regarding packaging. 2. There must be specific and lawful purpose. The Bescafe coffee has specific or particular purpose so that it helps to focus on main aim of research. The data which Bescafe coffee has provided must be adequate and relevant. It is not excessiveThe data which provided by Bescafe must be kept in safe till when it requires. The personal data of Bescafe coffee provided cannot kept too much long time than necessaryAll the important and personal data provided by company will be kept in securityThe personal information or data must not be leaked out or won't be transferred to other organisation. The data which given by the company will be processed regarding the expectations with data subject rights.

QUESTION NO : 3A

TO

Discussion moderatorFROM:-RP MARKET RESEARCH AGENCYSUBJECT :

Creating a discussionGroup discussion to address the research objective of the proposalDiscussion guide serve two important purposes; 1. They

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facilitate communication between the moderator and the client by clarifying the flow and the amount of emphasis placed on each topic². They serve as a quick reference tool for the moderator while conducting the research .

Discussion will cover up the following topics
Introduction (10min)
Discussion phase 1 (1hr)
Discussion phase -2 (1hr)
Wrap up session (30min)

INTRODUCTION :

Welcome :

Thank you for joining us today . My name is RAJA and i am working for next step consulting , an independent market research company . .

HOUSEKEEPING :

Moderator will explain about the health and safety rules .

PURPOSE OF DISCUSSION :

The purpose of the interview today is to gather your thoughts opinions on the treatment of coffee max brand.

TIME :

Moderator will discuss with group members of how long the group discussion will go on
The group discussion will carried out for 2 . 40 hrs.

RECORDING :

The interviewer will record over discussion. Please be confident that every thing we discuss during this interview will be kept in strict confidence and your name will not be appear in any of our results. And the moderator will

inform to the group members the discussion which we are discussion will be recorded and it should be kept in a confidence for research purpose.

WARMUP :

Group members will introduce them self with each other and to moderator .

QUESTIONS :

In topic the moderator and the group members will discuss and asking the questions regarding the topic.

DISCUSSION PHASE -1

Current awareness and perception towards coffee max brand how can you prove that your better than your competators Nescafe , Bru , green laben , golden coffee Can u please how popular your brand out of these Have you ever heard about coffee max brand ? if yes Have you ever tried it Can you recall colour and packing of coffee max brand How you fell about product as a hole Show them the existing product of coffee max brand (or) ask about the opinion from customer .

DISCUSSION PHASE – 2

Discussion about three new designs Show them the three designs and ask people which one is best Why do they prefer What all are the steps to taken to make product different from others What do you notice in a packing of any product whether the colour , whether you go for useability What do you expect from product apart from there.

WRAP UP SESSION :

Payments to group members : At last Moderator will address thanks to group members and offered gifts and discounts such as coffee jars and etc Payment to the group members will be depends on the services and time period will be pay according to company guide lines. Questions will be there at last regarding the over all topic and to collect the feed backs.

QUESTION NO : 3B

PROJECTIVE TECHNIQUES

The projective techniques which we follow are the following -Completion test Brand mapping

COMPLETION TEST :

Completion is a category of half structured projective technique. This debate would affect whether sentence completion tests can be strictly categorized as projective tests The responses are believed to provide indications of attitudes, beliefs, motivations, or other mental states . It decide what the people are thinking. Completion test are consider to be dependable

BRAND MAPPING :

Brand Mapping is a process that creates awareness in market, perception and preference. Brand is used to identify and estimate and to make our product and brand as a upper hand. It estimates the importance and performance of brands in the context of the competitive business. Brand mapping will improve the quality of product.

Brand Perception

Brand Mapping uses for research and analytical methods to identify the attributes and associations that drive brand perception.

Brand Position and Differentiation

What is the position of the company in the market and what it different from other company products.

Example :

Taj mahal coffee

bru coffee

High priseLow priseHigh qualityBasic qualityLuxuryNecessityLess
publicityMore publicityAdvancedNormal

QUESTION NO : 4 A

PANEL RESEARCH :

Panel research is occupied with investigations, with those the same persons in regular intervals during a longer period eitheralways to the same topic orover different in each case topics orinto a mixed topic catalog remaining over alike and changing topics are asked

Goals:

Depending upon objective of the investigation the panel can be divided into various panel, with which it different persons, a household panel, with which all persons of the household are from interest. A panel should be as representatively as possible developed, the distribution of the panel

participants after certain demographic characteristics such as age, sex, income etc

The Advantages and Disadvantages of Panel Research

Advantages

- Easy to analysis to change in trend and frequency of change occur.
- More expensive it is the fastest method
- share demographic data means that specific groups of people can be targeted for particular pieces of research
- it is used for study of qualitative and quantitative research.

Disadvantages

- Panel members are likely to become more informed over time which may result in their views becoming atypical
- Over time, panels attrition may become a problem
- Ongoing panel maintenance is required to deal with the problems of conditioning and attrition
- Residents/staff who are not part of the panel may feel excluded

(panel adv and disadv)

QUALITATIVE RESEARCH :

The role of Qualitative research is to find the features of a market through in detail research that

Qualitative Research is about investigating the features of a market through in-depth research that explore the background and for decision making. There are two main qualitative methods -depth interviews focus groups

a. Depth interviews :

This type was used by most largest market research company. In this process the interviewer will collect data from customer individually and analysis the process for further development

b. Focus groups :

The role of focus groups in the market research are it is useful to make business and their brand and product better. It diagnose the problem and create a way to good business. There are various type of steps involved in focus groups there are the following: Developing the session in this session detect the major topics to be discuss the in meeting Collect the individual information and contacts such as emails to know the individual views and suggestions from the members. Preparing the questions in this preparing question like 5 to 6 questions to gather the information from the members. And also involves the-agenda of the session roster the session rules and regulations nothing bur back ground refreshments recording

Focus groups involve:

Identifying the research objectives Developing a moderator's guide Recruiting participants and arranging for an appropriate facility in which to hold the discussions Holding the focus group meetings Analyzing and presenting the results Focus groups are the mainstay of consumer research. . The number of members ware from 6-9 It is a cost effective but is much faster than panel research .

QUESTION NO: 4 B

Benefits of developing panel :

We may come across new things We can do testing , time and again before submitting results it create the hum and create a way to customer advocator You can conduct a short survey with your customers and have the results back in your hand in a very short period of time. When people sign up

for a research panel, typically they answer a series of questions about themselves to register. This is to the benefit of both the respondent and the research company. Quality responses -With all the panel research that we've conducted (working with both customer panels and large-scale panels), we've found that the data quality is excellent.

Challenges in developing panel :

Hard to maintain interest in case of members living in the group
Involves huge cost
Long time to get the conclusion
In a period of time the results over the product are absolute. Back up files should be made in making a product.

Question: 5

AUDIENCE :

The people who are addressing you while you are giving speech either writing or verbally, that addressing people are known as audience. For the speaker it is more important that before giving speech you must be well prepared and also able to face the audience. It is most important that audience understand you properly whatever you wanted to tell them. The AUDIENCE word has with particular meaning which mentioned below. A: Analysing- Analysing means the people to whom you are going to represent are experts or general audience that you have to analyse. U: Understanding- the understanding means Bescafe coffee Max brand subject matter was understood by the audience. D: Demographics- it includes the persona; detail like gender, age, education background etc. I: Interest- In what audience are interested and for what it's all about their interest. E: Environmental- it is related to place like conference hall, meeting room and

auditorium where we have to conduct our presentation. N: Needs- the needs means from your side as well as audience needs. Bescafe coffee includes what research company needs from the band? For example- what type of Problem Company facing? What is the background of the company? C: Customised Needs- It means any specific or particular needs of the audience. In Bescafe coffee specific need is research on packaging problem so that researcher has to only prepare a report relating packaging problem. E: Expectation- It includes what are the audience expecting for the solution of the problem. There are some expectations of Bescafe coffee to research agency about their new design of packaging(audience research)

Report :

The report of the market research can be presented in two ways oral presentation and the written presentation. The title page should contain of report with name of client and details with page numbers and brief informationIt should be in the form of table in a orderExecutive summary : it should be 1 to 2 pages or slides over view of the information of research reportIntroduction it should contain brief overview of the problem by reading this introduction that they can come to know what exactly the problem is . Experimentation and qualitative research observation are the main them of the reportLimitations in this session what all are the factors that drives our identifications but were out side of our controlSome limitations are financial constraints , market changes and certain procedural errors . Analysis in this analysis the market researcher will determine the error and explain the methods to give the breif analysis report regarding the problem and explain

the necessary action to take Recommendations it is the research choice for strategies the researchers do not draw any conclusion or make any recommendations that our research cannot clearly support.

Presentation :

In presentation the data should be at least 12 to 5 slides The designer name should be mention in presentation It should have good layout Modified themes should be there in presentation Presentation should be minimum 5 min