

The benefits of recruiting a panel marketing essay

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



When the company started and what was is the range of the product you are providing to the customer in the beginning time? What is your customer mind set? Are you having any information regarding macro environment factors and what impact they have been put on your packaging choice? And what is the percentage of market share that fallen of your company? Are you carried out any research regarding to current packaging? Is your company already done on packaging before?

Objectives

What is your interest in toward the current packaging style of your company? What is your interest toward the packaging style of your competitor? What is your attitude toward the potential customer in relation to your current packaging?

Methodology

Are you having previous information on the marketing initiatives? Do you have any existing customer record so that which may be used to contact the customers? Are you having any old records on the customers buying behavior or the taste and the preference of the customer? Are you having any marketing strategy for your product or not if yes and what is that? In which type of research you are interested in qualitative or quantitative?

Reporting

In which manner do you want the report from our side? What will be the final report format you prefer? Are you like interim report during the research process? Are you prefer any backup for the research/Can you give us your

guideline style to us for the proposal report? And to whom do you want to submit the report?

Time Scale

What will be the time duration for the submission of the final reporting? Is there any breakthrough in between the research we have to aware of?

Budgeting

Are you paid us if the research process takes some extra expenses to complete the research proposal? The total budget designed by your company is 45000(pound) or 90, 000 US dollars?

Payment

In what manner you are going to do the payment to us? And how much you are going to pay us? Can pay us in between research payment to us or not (tutor notes, 2012)? Q1. (b) As the information provided the Bescafe will would like explain the various questions which are as follow because main focus is on the packaging style of the Bescafe Max so as per the situation we would like to explain the following questions. What is your customer mind set? Are you having any information regarding macro environment factors and what impact they have been put on your packaging choice? Are you having previous information on the marketing initiatives? Do you have any existing customer record so that which may be used to contact the customers? Are you having any old records on the customers buying behavior or the taste and the preference of the customer? Are you having any marketing strategy for your product or not if yes and what is that?

Ans1. (b) Methodology

Secondary Research

This is the research which is already done or it is that information which is already existed it may be anything either the old records of the company or previously done the marketing research. And we will make use of the previously collected marketing research data and the information that the Bescafe have supplied to us is well as the form of external data sourced from internet, reports prepared by venn, milli. And also this data satisfy the main objective around the attitudes towards coffeemax and bring insight into the market and shifting the taste and preference of the customer.

Qualitative Technique

Focus group: The first primary research will be taken in the form of focus groups. We are going to prepare 4 focus groups of 8 respondents each to be held in 4 different regions of the country. And also each moderator is well skilled moderator in specialized venues with recording facilities. And also each group will follow the same guideline or instruction which is already discussed and also we welcome the other Bescafe executive to watch secretly each of these groups to ensure that either they are going in a right way or not. To ensure that a good distribution and the various variety of the opinion we propose to organize sample as below: Focus Group 1 - North Zone - include 8 current consumers, 8 potential. Focus Group 2 - East Zone - include 4 current consumers. Focus Group 3 - West Zone - include 4 potential consumers. Focus Group 4 - South Zone - 8 current consumers 8 formal consumers. And we will analysis the data through the tabulation methods to locate the message regarding all the objectives. In-depth interview: In- depth

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interview are the useful qualitative data collection technique that can be used for the variety of purpose which include the need regarding issue identification of packaging style of Bescafe max. In- depth interview is an appropriate source for this situation and also in which we can ask open ended question from relatively few people. So that through this method we can able to gather the appropriate information. When we are going to ask the open ended question to the audience no one will be interested to answers the question so to complete the research process we will provide the incentives to the audience. The incentives may be anything like giving cup, pen to the people from whom we are going to ask the questions so that by this they feel good while giving us the answers. Disguised observation: This is the one of the important technique to do the marketing research and it will also be helpful in getting the useful information regarding the Bescafe max packaging style with the help of this method we can closely observed the buying behavior or the taste and the preference of the customer toward the competitor product or toward the Bescafe max product because this method enables respondent to behave naturally. Because people tend to behave differently when they know they are being observed. So that in disguised observation method the customer don't know they are being observed.

Quantitative Technique

It will be the last process of our data collection method so that in this method we take the group test as a whole to gather the more and more information regarding our issue so that as much we gather more information it will be helpful in getting the solution for our problem so that to gather more and

more information we will conduct an open group test because this will be our last stage of the data collection. It is the excellent process of gather the first impression on the new product and also in regards of packaging we can also measure attitude through the short time duration means with the help of questionnaire method. But we expect 100 respondents per day. So that we will be able to gather the accuracy in the information which we will gather from the respondent. To giving the importance to the decision of your company we will going to sample at least 200 respondents and we will be using the quota sampling technique because it will be more easier and quicker we will be able to get immediate result and it will be more cheaper also as compare to other techniques of sampling (tutor notes, 2012).

Reporting: The reporting process will be goes through in a systematic way which is as follow:

Midterm Reporting:

The backup file will be provided through CD or USB. The time to time research information will be given to the centre of the Bescafe. And the findings will be given to the decision makers only.

Final Reporting:

This will include the whole information regarding the methodology and other things which will be helpful to solve the issue related to the packaging style of the Bescafe Max. The final report will be given to the all the members who are involved in the process. The soft and hard copies of the research will be provided (tutor notes, 2012).

Timescales and Costs

TaskWeek12345678910Collection of data

-

Analysis of collected data

-

Qualitative data collection

-

-

Analysis of qualitative data

-

Mid research presentation

-

Collection of quantitative data

-

-

Analysis of quantitative data

-

-

Preparation of Final report

-

-

Submission of final report

-

Total

Q2. (A)

Ans2. (A) Secondary data is the data which is already exists it may be anything like old files or record of the company etc.

Advantages of Secondary data.

This method is very cheapest and quicker as compare to the primary method. It is easy to access as compare to the primary data collection. It is the method which may be helpful in answering the objectives and useful to reframe the data which is already existed. It may be useful in answering all the objectives which we cannot be expected to answer the questions through the primary research.

Disadvantages of the secondary data.

Sometimes it may not be accurate be it is the data which is already exists and the data is change time to time. This data do not provide the truly competitive advantage. Sometimes it may not be applicable. And also in various situations it may not be helpful in comparison because it carries all the old records and the data. So that comparison may not be possible.

Q2. (B)

Ans2. (B) Customer database: It is the collection of records of consumer purchasing pattern or behavior of the customer and also it include the histories stored in the computer system of the company so that it can be retrieved or re use quickly to provide the information for the various others uses. The information related to the customer database is obtained through the credit card purchased, store receipt and other sources which explains the customer taste and preference of the customer and also the purchasing behavior of the customer. The importance of this database is useful for the researchers or for the marketer to do the planning promotion for the new products. The company's customer database includes the various things which are as follow: Name of the customer. Taste and preferences of the customer. Brand loyalty of the customer means how long the customer is in touch with the same brand. And it acts as an additional source of marketing intelligence through the various sources which are included are as following: The macro environmental factors which are taken into the considers are like Technological factors, Environmental factor, social factor, micro environmental factors like competitors and also those factors which is very closely related to the organization.

Q2. (C)

Ans2. (C) The general principal for the protection of the data are as following: The data is not to be stored for the longer period of time when it is no more useful. And also the important thing is that data must be up-to-date so that the result will be more accurate and also delete the out dated data. It is very important to safely protect the records/data. And the customers and

the respondents who are giving us the data they have the full right to know that their data is safe with us or not. The records or the data cannot be share with the countries that are not following the data protection guideline. The important part is that data must be collected for the particular research purpose i. e. marketing etc (tutor notes, 2012).

Q3. (A)

Ans3. (A) The discussion guide for Research Project of Bescafe. To: All the Discussion Moderators From: The YPC Marketing Research Agency, Subject: The discussion guide is to be carried out during the group discussion of Focus group. Please follow the attached here with the discussion which includes all the information regarding the focus group on the behalf of Bescafe.

Introduction Phase (15 minute)

Welcome: In the welcome session introduce self and welcome the participant. Housekeeping: In this tell the people about the safety, fire, toilet and the refreshments. Purpose: Explain the purpose why the people gather here so we can easy to get the views about the Coffeemax packaging style or about its branding. Timings: Maximum time is 2 hours. Recording: This will be our videoing session in which we record the activities and give it to the Bescafe but this will be confidential. Warm up session: In this session the participant may introduced there self and given any personal experience about enjoying drinking coffee. Questions and Answers: Ask for any queries from the side of the participants and answer them.

Discussion Phase (part 1) (45 minutes)

In this phase we discuss about the current awareness and perception about the coffeemaxBrand and its packaging style. Are people ever heard about the coffee max brand? And also ask people about any 5 famous coffee brand which exist in the market? And seek for the opinion about the packaging style of the coffeemax brand? And what is there perception regarding coffee max brand? And what is there perception regarding coffee max brand?

Discussion Phase (part 2) (45 minute)

How they would prioritize? In the new packaging style of the coffee max brand for which thing they look for information, color. Show some new packaging design of coffee max to them then ask them which one they like most? And why they like most? What suggestions or ideas they want to give regarding the packaging style of the coffee max brand.

Wrap – Up Phase

Thanks: Thanks the participant for taking part in the session. Key theme: It ensures that everyone is agreed and there are no more comments. And ask the questions from everyone. Good bye: And in the end say final thanks to everyone.

The projective techniques:

These are the techniques which are helpful and useful in drawing the attitude of the participant and also the motivation toward the brand and the current situation. Brand Mapping: Brand mapping is that where we get competitive brands and also give them to participate and also do the comparison on the various aspects. We are using this method because we

want to clear understand the perception of the participants to the coffee max brand. InterestingCoffee maxNescafeDoesn't contains the correct informationAsdaLow/ DullTesco, Brult contains the right informationBushelCompletion technique: These are the very simple technique in which we ask the participant to complete the task in this process we ask the participants to think in the different way to get the better view point or also get another thought or idea. It is also like the story telling or filling in the blanks technique. This is very important technique to know about the perception of the participants to get the better view point, this data may be very difficult to analysis but the projective technique is very helpful in solving this data in the scientific way.

Q4. (A)

Ans4. (A) To: Managing DirectorFrom: The YPC Marketing Research AgencySubject: Panel Research vs. Qualitative Research

Panel research

Panel research is an important technique which is helpful for monitoring the ongoing brand shifting and competitor's product/brand preferences. It would provide the long term result. It is the type of the spatial research. It includes the 2 respondent of constant group. It shows the record of brand preference of the participant/customer over the long period of time. It is more descriptive in the nature. The maintenance will be a challenge for that.

Focus group (Qualitative group discussion)

Qualitative research is process of the research which is using the group discussion method which would be helpful as the starting point of the in-

depth research. And it also provides the information regarding the attitude toward the product and also helpful in getting toward the opinion or awareness regarding the product and its position in the market. This is the group which include 6 to 9 people and they meet only once in their life. And it also explores the beliefs, value and attitude. It is the research in which the main focus is on to find out the perceptions or the view point. It is the type of exploratory research. It is also more cost effective research in the nature. In this the moderator has to lead the discussion. In this sample needs the full consideration and also it may be representative of subgroups. The difference in the both the researches is related to the purpose and both the research are providing equally tangible results to aid the marketing research and the research campaign (tutor notes, 2012). (<http://webs.wofford.edu>)

Q4. (B)

Ans (B). The benefits of recruiting a panel:

The panel of those people who are able to provide the immediate feedback. If the results are collected through electronic method. It must be used immediately to take an important business decision. And also determines the other famous products. If it is identifies that the product sale is not going well of Bescafe then the panel member can make some changes in the marketing strategy so that sales will go well. Panel can be helpful to gain valued expertise and opinion of new product towards the new coffee brand. The open survey is done to identify the need and wants of the customers.

Challenges of recruitment panel:

It is a big challenge to maintain the interest among the panel members. It is important to have some extra members in case some members can drop out. And also the group must be representative of the selected or the sample audience so that the result will be applicable. The results are become corrupt after a long period of time and also the panel member start changing their purchasing behavior in order so that they not to be judged wrong. It is important to trapping these challenges it would be important to keep continuous communication with the panel members.

Q5.

Ans5. Audience: The audience is the number of people who reads or listen the particular piece of the paper or any article. The audience may be any one either he/she is your classmate or your any workmate etc. Before starting the writing or the listing process it is very important to know your audience (audience). Analysis: Analyzing of the audience is very important. Because it is very essential to know that to whom we have to submit or present the report or the presentation and also how many they are in response to the Bescafe Company there Marketing manager, CEO, Managing Director and 3 workers.(U) Understanding: This is very vital to when we planning the executing report or the presentation it put the direct impact how the report is received. And also understanding the audience means we can target our report or the presentation more meritoriously when we are able to keep the interest of the audience. In this we have to also understand the needs of the Bescafe Company. In this we also review the objectives.(D) Demographic Specific: The demographic specific include the age group or

the qualification of the personnel who are working in the Bescafe Company like the Managing Director age (40) Qualification MBA, Phd. And the Marketing manager (35) Qualification B. Com, MBA. These all are the various important aspects in the demographic which is important to know before giving the presentation.(I) Interest: This is also very essential to know that what is the interest of the personnel of the Bescafe Company in this report or presentation. And what the thing about the current problem of the Bescafe Company.(E) Environment: This include which type of the environment is there where we are going to give the presentation or report which type of work environment is there in the Bescafe Company.(N) Needs: It is explain that what the need of the Bescafe Company is and also what is there expectation from us or from our side for which purpose they want to hire us or going to pay. What is the current problem that the Bescafe Company is suffering from or which solution they want for their problem.(C) Customized needs: The main customized need of the Bescafe Company is regarding their packaging style of the Coffemax brand. The Company wants to know about the customer needs regarding the packaging style what they want in the packaging style of the Coffemax brand which type of changes they wants.(E) Expectation: The expectation part covers the all the wants of the Bescafe Company means what they expect from our side. And what they want to do for them from outside.

Preparation of Presentation and Report

The vital thing in the preparation of the presentation and the report is that it should be more focused on the quality of the data. So that in the upcoming future the more chance to get another research projects by the company.

Presentation:

It covers all the important aspects in the presentation but not in the explanation form. The presentation should be presented in the bullet form. The presentation should be grammatically correct. The contents of the presentation are clearly written and it is easily visible to the audience. It should represent the whole study or research process. It must be reliable and validated. Use quotations where needed in the presentation. The objective must be clearly defined in the presentation (<http://webs.wofford.edu>).

Report:

The main thing which we have to be kept in the mind is that the report must be clear means the information is to be easily understandable in the first instant or reading. The report is to be in the legible writing and the message should be clearly mentioned. The second important thing is that the report must be concise it is not to be very long because the management people of the organization do not have enough time to read the whole thing so that it must be concise. The report should be in the complete form when the report is not in the complete manner the errors in the report may be very high so that it should be in the complete form and covers all the aspects. The accuracy of the data is must in the good report if the data or the information provided in the report is incorrect then the whole research or the study is worthless or wasted (<http://www.wadsworthmedia.com>). REFERENCES