

# Case study sample solutions

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The market research project, entitled D. A. Garden Supplies part 1 hopes to discover more information regarding market trends in the garden supply and nursery business. The following summary will give an overview of the causes, processes, and possible effects of the market research proposal, detailed below. The outcomes of this research project are as follows: To find out why Nursery sales have dropped by 5% in the last two years Why Garden Supplies sales have also dropped by 5% and Why Landscaping project numbers have been flat.

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Market research will find out why the above has been happening and what D. A. Garden Supplies can do to rectify the problems. VICAR Tip: This section will summarize the entire project to be outlined below.

In this section, give a brief overview of the purpose of the project as well as the intended outcome. Provide reasoning for the need of this specific market research and let the reader know what contributions this project will make to the field. You can use this Summary section to discuss who called for the project if there was a specific impetus requiring this research.

To find out why Nursery sales have dropped by 5% in the last two years Why Garden VICAR Tip: In this section, discuss in detail the purpose of the project. Show why there is a specific need for this research. Describe the goals which you hope to achieve with this project.

Tip: This section should focus in depth on the background circumstances which indicate a need for the specific market research project proposed. You will address the current body of knowledge concerning the topic of research.

Here you will bring forth information from existing sources regarding the specific topic to be searched. David and his wife, Alison, have been in the garden supply and nursery business for the last 13 years. David supervises the nursery and garden supply part of the business, while Alison does the administration and bookkeeping and oversees the landscaping projects.

You have been supplied with basic sales performance data for the last three years that shows the following: Nursery sales have dropped by 5% in the last two years. These sales of these products currently contribute 41% to overall profits. Read also Analyze La Shampoo now.

Garden Supplies sales have also dropped by 5%, although the last year saw an increase in drought proofing related products such as mulch.

These products currently contribute 34% to overall profits. Landscaping project mummies have Eden TLA; never, ten sale Ana pronto on can project has grown slightly. This has meant a steady contribution to overall profits of 10%. Cafe© trade has been steadily increasing for the last three years and as result profits from this have been growing at a rate of 2-3% per annum, currently contributing 15% to the overall profit of the business.