

Preparing to conduct business

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The problem with Zappos is the fact that it lacks organization quality at the online e-commerce website. It is evident that qualitative or quantitative primary research can be tested for any organization. Qualitative research focuses on gathering of mainly verbal data rather than measurements. In Zappos case, quantitative data is much more pivotal because it allows them to understand the customer demographics. This gathered information can be used for interpretation results such as customer sales, pay-per-clicks, purchasing trends, and online analytics. Qualitative Research is only ideal during the earlier phases of research projects while the notion of Quantitative Research is highly recommended because it supplements the preliminary research. Additionally, quantitative Research provides the researcher a much better picture into challenges for any given organization. In Zappo's case, it must understand its customer's purchasing power as well.

I think it is crucial to understand that both can very beneficial for Zappos. For instance, qualitative can provide pivotal hindsight a broader picture of hypothesis whereas quantitative can be utilized for focused niche research. In essence, both can provide a detailed view and a holistic approach on customers, sales, inventory, etc.

The drawback of using one method is that it confines the organization to one thinking and does not provide a holistic approach to problems. Zappos has been facing many challenges as it continues to be a leading retailer for shoes. However, it must still address the cost issues and operations logistics to serve its customer base better.

Works Cited

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