

# Report on facelift

[Business](#), [Company](#)



## **Business**

### 1. 0 BACKGROUND OF THE STUDY

Facelift Furniture Ltd was; first launched in 2011 in Texas. Facelift furniture is a leader in furniture restoration. The company work mainly encompasses transformation of dated furniture using enamel paint, latex, and glaze. Facelift mission is to help its customers in restoration of furniture to its former glory (Facelift Furniture n. d.).

#### 1. 1 Statement of the Problem

Following the economic downturn, Facelift Ltd saw its business severely affected negatively. The company saw its profits fail to reach expected targets. As a solution to an existing problem, the company choose to diversify the business to home furniture market. However, the company was not, assured of success in the new line of business requiring further research.

#### 1. 2 General objectives of the study

**The goal of this research is to point at the factors that lead to poor sales of facelift products.**

##### 1. 2. 1 Other Objectives of the study

- Find out the perception of the customers on the company.
- Find out the expectations of customers and their preferences.
- Find out what areas the company needs to be, improved.

#### 1. 3 Study Rationale

Every company needs to make profit to grow and compete in a competitive environment. Where a company is performing poorly financially, it becomes necessary to find out the cause. It is important to analyze existing literature

to identify areas of weakness or gaps that go unnoticed. To determine why sales are not as high? Customers in most cases give an excellent insight to why a company is not performing and thus they are an important factor in determining causes of poor financial performance

## 2. 0 DATA COLLECTION

### 2. 1 Primary data

The researcher will administer structured questionnaires with both open-ended questions and closed questions. Primarily the questionnaires will be, designed for facelift customers. The researcher expects to collect information that will inform on areas that need to be, reinforced to encourage better sales in the future.

### 2. 2 Secondary data

Secondary data will be, collected from the existing literature composed of research papers, journals, books, and electronic sources. The researcher hopes that existing literature he can see the approach followed in research and the findings and the conclusions drawn. To establish the issues the researcher hopes that books will give detailed literature that will wholly answer to many arising questions. In addition, the researcher will use journals and other electronic sources like newspapers and magazines to fully, explore the issue from academic and peer, perspective.

### 2. 3 Sample Size and Sampling Method

Quantitative reesearch methods and Qualitative research methods will be, used to analyze the emerging issues the universe will consist of 50 to 100 facelift customers. The researcher will use a stratified random sample for this study as the population targeted is not homogenous.

## 2. 4 Data storage and analysis

Data collected will be stored electronically in local and online mediums to ensure easy retrieval and safekeeping. The mediums will be, protected with passwords only known to the researcher to provide security. The responses shall be, determined on the basis of the research objectives. Frequency shall be, ran and percentages tabulated presenting the findings in graphical forms, bar and pie charts using the help of online survey websites like survey monkey or use of SPSS software. The results will be, analyzed compared and completed, and upon completion presented in the final research report, which shall include conclusions and recommendations of the study.

## 2. 5 Involved parties

All customers targeted will be primary facelift customers, both new customers and old customers. To achieve these, the researcher aims to reach all clients through social media or email.

## 3. 0 TIMELINE

### 4. 0 Survey Methods to Collect Primary Data

Survey methods to collect data involve observation, interviews, questionnaires or focus groups. In observation, the researcher takes note of the activities around the area of research. Cavana & Delahaye (2001) observation method require the researcher not to get involved in the activities. Interviews and questionnaires as methods of survey demand adequate preparation. A focus group on the other hand focuses on a panel of people picked to respond to a set of questions (Walden 2012).

### 4. 1 Sampling frame for A2D Ltd

Sample Frames (n. d.) defines a “ sampling frame” as a list from which

individuals get selected. These, include target population and excludes all persons who are not in the target population. Sampling frame can be, used to measure the accuracy of that accurate information by enabling contacting the information.

#### 4. 2 Sample

For the purposes of this research the researcher will concentrate on “ Facelift customers” only and will not indulge any other person or clients from other companies.

#### 4. 3 Secondary data

Secondary data will be, collected through reading of necessary literature. The researcher will write down any significant evidence for the purposes of the research and use them to establish the theoretical view of the research.

#### 4. 4 The questionnaire

### **The questionnaire is found in appendix 2**

#### 5. 0 Bibliography

Cavana, R., & Delahaye, B. 2001. Applied business research: Qualitative and quantitative methods ([Australian ed.]. Milton, Qld.: Wiley.

Facelift Furniture. n. d. Our Story - Retrieved December 6, 2014, from [http://www. faceliftfurniture. com/our-story/](http://www.faceliftfurniture.com/our-story/)

Sample Frames. n. d. Retrieved December 6, 2014, from [http://www. iser. uaa. alaska. edu/Projects/living\\_conditions/sample\\_frames. htm](http://www. iser. uaa. alaska. edu/Projects/living_conditions/sample_frames. htm)

Walden, G. 2012. Focus Group Research. Los Angeles, Calif: SAGE

#### 6. 0 Appendix

#### 6. 1 Graphs

<https://assignbuster.com/report-on-facelift/>

## **Bed**

Sofa

Wardrobe

Dining Table

6. 1 Appendix 2

## **Questionnaire**

CUSTOMER SURVEY

Customer Data

1. What is your gender?

## **Female**

Male

2. What your current job level?

## **Owner/Executive/C-Level**

Senior Management

Middle Management

Intermediate

Entry Level

Other (please specify)

3. What is your level of education?

4. Can we contact you regarding any of your answers?

5. Contact Information, if applicable:

## **Facelift Products**

6. How did you first hear about our furniture products?

7. How often do you buy our Furniture products?

### **Extremely often**

Very often

Moderately often

Slightly often

Not at all often

10. How probable is it that you would propose our furniture products to a friend or colleague?

1 < Not probable

### **10> probable**

Do not know

Customer Support