

Market research brief of toiletry company



Greenfield Ltd was established in England in 1964 and has become a market leader in the manufacturing and supply of antiperspirant deodorants and body spray in the united kingdom.

For more information, please refer to our enclosed annual report, promotional brochures and website.

Antiperspirants, deodorants and body sprays help stop wetness and body odour. Our product leaves no stains or colour after use . It keeps the user fresh and extra dry plus a long lasting fragrance. (www. oup. com/uk/orc/bin/9780199281961/.../496-7. pdf)

PROJECT RATIONALE

We are planning to launch a new range of antiperspirant deodorants and body sprays for young men (16-20) or slightly older men(21-30). The working name for this product is ' Zoom'. The company now wishes to commission research to help decision making for the product launch.

OBEJECTIVES/HYPOTHESIS

We feel it is important to investigate customers attitudes towards our brand and other brands in this sector. This research should aim to gain a clear understanding of customers perception and

experience about the product;

Size

Colour

User friendliness

Potency

We suspect that the name ' zoom' maybe confused with a similar product. Its size and fragrance maybe confused with an air freshener. We are planning to launch the new range of product using a heavy weight online campaign and advertise in men's magazine.

Our overall objective for the research is to examine attitudes to the use of zoom antiperspirant deodorants and body sprays and recommend a programme of research to guide us through the launch successfully. This has been broken into the following sub-objectives;

To measure the level of market interest and estimate likely revenue levels at the optimum price point and price of similar brands.

To identify the most attractive product features and suggestions eg colour, size, package etc.

To examine and measure the effectiveness and reliability of the chosen promotional platform for the product.

To determine key distribution locations.

Please note that previous experience with toiletries is a criterion for selection. If you are in a contract with a Company producing similar product as at when our research will be due to commence please state clearly in your proposal. Furthermore, both qualitative and quantitative analysis because

we intend to use both approaches. ([www.oup.com/uk/orc/bin/9780199281961/.../496-7. pdf](http://www.oup.com/uk/orc/bin/9780199281961/.../496-7.pdf))

Reporting and presentational requirements

We would be pleased to have a meeting to discuss this brief; alternatively please use email or the telephone to clarify any issues. When the project is under way, we would like regular progress report. A formal presentation of the research findings will be required supported by a final written report. ([www.oup.com/uk/orc/bin/9780199281961/.../496-7. pdf](http://www.oup.com/uk/orc/bin/9780199281961/.../496-7.pdf))

Timing

The project time frames must respect the needs of the product launch.

important sign post dates includes;

11th May 2010 – proposal deadlines.

1st June 2010 – go ahead given.

End of November – expected presentation date.

May 2011 – zoom launch.

There is a set budget of £60, 000 for this project which cannot be exceeded.

We expect the proposal to show a break down of direct costs.

Chidiebere Ezeike

Market research manager.

Greenfields Ltd.

<https://assignbuster.com/market-research-brief-of-toiletry-company/>

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Research to prepare for zoom launch in the uk.

A research proposal.

Prepared for: Greenfields Ltd

Prepared by;

Dream Fixer Ltd

4 Terry road

Coventry

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Great Britain.

Contact: Chek Kenzy.

A response to a brief from Chidiebere Ezeike

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INTRODUCTION

Greenfields Ltd was established in 1964 and has become a market leader in the manufacturing and supply of antiperspirant deodorants and body sprays.

Research for Greenfields Ltd has been approached and a meeting took place in mid April. The meeting involved a discussion of a written brief prepared by Greenfields Ltd. The assigned name for this product is 'zoom' successive telephone discussions shed light on outstanding issues and the following proposal has been prepared.

OBJECTIVES

To identify attitudes to Zoom and competing brands

To investigate chosen promotional platform.

To investigate Greenfields Ltd distribution network and sales channel of competitors.

We have detailed further areas beneath each objective:

To identify attitudes to Zoom and competing brands;

This objective would seek to introduce Zoom to the specified target audience. This should give indications of the quantities they are likely to buy and at what price considering the price of competitors. It will establish what other kinds of antiperspirant deodorants and body sprays they are aware of and patronise.

To Investigate chosen promotional platform.

We intend to explore other promotional channels. Our focus remains online advertising and men's magazine. We will be looking at the most patronised men's magazines, styles of publishing(weekly, monthly quarterly), frequency in the use of internet for shopping purpose and other purposes(social network sites), Online stores frequently patronised etc.

To investigate Greenfields Ltd distribution network and sales channels of competitors.

This will give us insight of the market place and distribution network. We intend to determine five key regions for the supply of the products.

The proposed research will have two stages. The first stage will involve qualitative research and the findings will help to design the questionnaire for the second stage (quantitative phase).

DESK RESEARCH

We will be conducting a secondary research to refine the objectives and provide line of enquiry.

This phase will provide information on trends in the use of antiperspirant deodorants and body sprays for the last five years. This should give us insight about the status of the market place . A detailed list of brand names will be generated and uncover any pertinent information on competing brands. (www.oup.com/uk/orc/bin/9780199281961/.../498-505.pdf)

The secondary research will attempt to establish the following:

How many people within the target range use deodorants?

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Price of competing brand.

What promotions are currently in use by competitors

The size, colour and shape of competing brands.

Supply chain.

PROCEDURE

We will need access to detailed information on internal reports on the domestic market place (distribution network of company products, record of complaints etc). Information on selling price for Zoom and one hundred samples of the product will be required to facilitate the research.

QUALITATIVE RESEARCH

Considering the exploratory nature of some aspects of the objectives, the qualitative phase will probe the following:

What price will the market pay for Zoom and whether they will be will to pay more?

The quantity they are likely to buy at intervals

Their perception on the product.

Whether the shape, size and fragrance is confused with an air freshener.

Whether the brand name Zoom is confused with a competing brand.

Opinion on potency and colour of the product.

Opinion on what celebrity they would love the product to be identified with.

The group of young men are most likely to make use of this high quality deodorant.

POPULATION SAMPLING

We recommend five groups and two subgroups each for the five groups with the following profiles:

GP1(LN)

GP2(LD)

GP3(EH)

GP4(GW)

GP5(BM)

A

B

C

D

E

F

G

H

I

16-20

21-30

16-20

21-30

16-20

21-30

16-20

21-30

16-20

KEY

LN-London BM-Birmingham (16-20)-Age range

LD-Leeds (21-30)-Age range

EH-Edinburgh

GW-Glasgow

PROCEDURE

Each sub-group will consist of 10 participants and the sub group discussion will be conducted separately to discourage intimidation and domination from the older age bracket that we expect to have higher disposable income and spending habits.

The moderator will introduce the product and manage the group discussion. Products of competing brands will also be introduced. The moderator will ensure that the objectives of the research remain the focus of the group.

QUANTITATIVE RESEARCH

To carry out the qualitative phase, we recommend a telephone study using questionnaire on CATI (Computer Assisted Telephone Interviewing) and Internet interviewing. It is a cost effective way of contacting relevant respondents. Personal interview would go beyond your budget. It is unnecessary because we will make direct contact with the target market in the qualitative phase and with the findings, we will be able to structure our questionnaire to yield valuable information. The chance of reaching out to a larger sample size is greatly improved and cost effective.

PURPOSE

The objective is to quantify the age range the product appeal to. By using classification data, we would identify the age range of people who buy and use deodorants and the price they are willing to pay. Frequency of internet usage, magazines purchase will be probed as well. The negative name and shape association of the product will be investigated as well.

POPULATION SAMPLING.

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A conclusion was reached to conduct 200 interviews. This will give an increase of responses and the opportunity to identify remarkable differences.

We have chosen five locations for the sampling;

LOCATION

A(16-20)

B(21-30)

TOTAL SAMPLE

LONDON

30

30

60

LEEDS

30

30

60

EDINBURGH

30

30

60

GLASGOW

30

30

60

BIRMINGHAM

30

30

60

TOTAL

150

150

300

KEYS

A(16-20) -Age range

B(21-30)-Age range

PROCEDURE

The questionnaire will investigate the following:

What price will the market pay for Zoom and whether they will be will to pay more.

The quantity they are likely to buy at intervals

Their perception on the product.

Whether the shape, size and fragrance is confused with an air freshener.

Whether the brand name Zoom is confused with a competing brand.

Opinion on potency and colour of the product.

Opinion on what celebrity they would love the product to be identified with.

The group of young men are most likely to make use of this high quality deodorant.

The research findings will involve tabulation in the form of frequency distribution.

REPORTING

A provisional presentation-report will be submitted . There will be an official presentation of all results along with conclusions drawn. Two concise copies of a report of all phases of the research will be submitted.

TIMING

The table below show our suggested timeframe for the project. This agree with dead line set out in the brief . When the project is in progress, we will send weekly progress report in the form of email.

WEEK

ACTIVITY

1-5

Desk research

5-8

Qualitative field work

9

Qualitative/desk research available

10

Questionnaire development

11-12

Quantitative stage

12-13

Data preparation

14

Analysis

16

Presentation

19

Final report

FEES

The fees estimated below are exclusive of VAT and are subject to the terms and conditions, which are attached. The fees are subject to the postulations contained in this proposal and we reserve the right to make adjustment should any assumptions prove to be incorrect.

PHASE

DESCRIPTION

FEE(£)

Desk research

Purchase/access of relevant

reports

3000

Qualitative research

5 focus groups(3hrs per group) penetration(50%) and presentation

24000

Quantitative research

450 CATI/online interviews(50%)penetration

Project management , data processing and presentation

33000

Total fee

60000

(www.oup.com/uk/orc/bin/9780199281961/.../498-505.pdf)

CREDENTIAL

The project will be carried out by the Consumer Research division of Dream Fixer Ltd, under its director Richard Bran who has worked for many years in the market research field and, before founding the company in 1990, spent many years with leading international companies. He has specialised in the application of research techniques in the food industry. He has worked and studied in the UK, Africa and Europe. (www.oup.com/uk/orc/bin/9780199281961/.../498-505.pdf)

(www.oup.com/uk/orc/bin/9780199281961/.../498-505.pdf)

Warren Joseph will execute and manage the project. Warren is a Project director . He joined the company in 2002 after working with three other

leading agencies. (www.oup.com/uk/orc/bin/9780199281961/.../498-505.pdf)

For further information on credentials, please visit our website on www.dreamfixer.com.

QUALITY CONTROL

All interviewers are trained and supervised. We check 10 percent of interviews in one of the three ways: in person, by telephone or by post . All field work meets the industry standard laid down by our professional bodies.

CONTRACT DETAILS

A copy of our contract and standard terms of business is in the appendix.