The bescafe coffee max brand marketing essay

ASSIGN BUSTER

We are very pleased to help you in making the decision of packaging of your product that is Bescafe coffee and really thankful for giving us the opportunities to carry out the research in your company for the packaging of the product. But first of all we would like to ask some questions from you before carrying out the research relating to the products of the company.

BACKGROUND QUESTIONS

From how long your company is doing business? What is the profile of the company? What are the principles of the company? Who were your competitors in the market? What are the products and services of the company?

OBJECTIVE QUESTIONS

What was the thinking of the people about the packaging of the product? Strategies in involved in the packaging of the product? What were the competitors packaging styles? What type of labels was being placed on the products? Main customer objects of company?

METHODOLOGIES QUESTIONS

What are your methods or procedures of packaging? What type of production line was used to pack the products? Should any type of survey was sent to the public for response? What are requirements of the company? Main Segment of focus of the company about packaging?

REPORTING QUESTIONS

What are the results of the statements of the company? To whom these reports are submitted? Who are the persons responsible for submitting the report? Were these reports are annual or at time intervals?

TIME SCALE QUESTIONS

At what time to complete the research of the company? Whom to submit the results? At what time intervals to present the results? Should reports be shown in different time intervals?

QUESTION 1(B)

In regard to the information which we have got about the company there are few methodologies which we are going to adopt to carry out the research and first of all we will do the secondary research.

SECONDARY METHOD OF RESEARCH

In this method the facts or information is already existed in the research and is easy to access and is always available in the market. The data is collected from the internet or magazines or journals. In this the data or information is already collected or analysed which helps to carry out the research easily. At the starting point of the market research of the bescafe coffee brand there will be set of questions that will be asked from the members of the company regarding their products and packaging styles. After this the feedback from the members there will be a proposal made to carry out the research, After gathering the feedback from the members of the bescafe coffee brand the research is carried out which helps in knowing the demands and the tastes of

the customers that are previously were. This helps in carrying out the research easily.

PRIMARY METHOD OF RESEARCH

This is another method of research carrying out after the secondary research which means new and accurate information is collected from the market to carry the research, In this two techniques are used that is Qualitative and Quantitative techniques.

Qualitative technique

In this technique different methods are used like: Disguised observation: In this method the customer is monitored by someone and the customer is not aware of the fact that someone is keeping an eye on the customer which in turns helps in knowing the tastes and preferences of the customers and after the analyses of these things are done for the research. Focus groups: In this various groups of customers are made which are in touch with the bescafe company to carry out the research. by giving different topic to talk upon and to give their views and opinions. This helps in making changes according to the demands of the customers. Mystery shoppers: This is same like disguised observation with only with minor difference, In this method one member of the research team will move to the market and check the preferences of the customers as what are their likes and dislikes about the bescafe coffee brand.

Quantitative technique

This is another technique of carrying out the research, this research is carried out on large scale of customers, In this technique there will be large

numbers of surveys are carried out in an orderly manner. In this question papers are also used trough websites and internet, In this research method research members are sent to the different market groups of the customers to know about the popularity of the brand that is bescafe coffee This also helps in knowing the buying behaviour of the customers and what are needs or customised needs and also giving them incentives and rewards. In bescafe coffee brand this process is also carried by having large numbers of customers opinions and views. After all the research methods there will be analyses of the data collected and gathered is done in an orderly manner,

REPORTING

After the research techniques are done the report will be submitted to the head of the bescafe coffee brand. There will be presentations for the report at regular intervals and also there will be soft copies of the report and the hard copies. In the presentations all the segments are covered and then all the reports are sent to the head in a proper manner. This helps the management to take steps to improve the brand image and what type of changes are to be made in accordance to the research which is carried out by using the techniques,

TIME SCALE AND COSTS

TECHNIQUETIME SCALECOST(pounds)Collect data1st week5000Gathering of qualitative data2nd week7000Recording of qualitative data3rd week4000Analysis of qualitative data4th week4000Gathering of quantitative dat5th week8000Recording of quantitative data6th week4000Analysis of

quantitative data7th week4000Final report8th week5000Final report presentation9th week4000Total 9 weeks 45000

QUESTION 2(A)

Secondary data: Secondary data is easy to access. This process involves information that is already accessed from the researchers of the primary data researchers. It also includes information used by the internal and external researchers.

Advantages of secondary data

1)Easy to access: There are many benefits of secondary data. Itincludes easily ccessing the information in relative to primary data. Secondary data is know more easy to get due to the online gathering of the data which gives more convenience and ease as related to primary data as in primary data information is o be gathered from starting point. 2) Acquire low cost: Secondary data acquires low cost and revenue while gathering the information because the information is available in the market and it is already existing in the market as relative to primary data. 3) Research clarification: Usage of secondary data by the researchers helps them to clarify more to the situation. It is always given first preference as compared data presented at primary level. Research becomes more easy as data is clearly presented before the reserchers. 4) Less time consuming: Secondary data takes less time to gather information as it is already available n the market, This factor allows the researchers to do the research by not wasting the time to gather the data which helps in presenting results at time. It is one of the main advantage of using secondary data

Disadvantages of secondary data

1)Research quality: There are some disadvantages to usage of secondary data. The primary data researchers are mainly collecting the information themselves and are self-governed and on the other hand secondary data researchers use second hand data which some time provides less quality of information. 2)Not specifying needs of researchers: It does not specify the needs of the researchers as what they want. Some times data provided does not meet the demand of the users as relative to primary data. 3)Incomplete information: Sometimes the information that is provided is not complete and upgraded. Researchers do not get the proper version of the data and information to gain the full value of the study. Some also charge more many for less information and also incomplete information. 4) No timely : Secondary research sometimes is not timely as the data which is used is taken from the past times so one must do research with proper care and caution. Data s collected from the past situations. At last, secondary data provides much significant information for the research. It is important for the user to identify, reduce and supervise the disadvantages in the secondary research.

QUESTION 2(B)

Customer database: Customer database means collecting information about the customers. Information can be in the form of getting customer details, buying history and tastes and preferences of the customer.

Importance of customer database:

1)Customer details: Customer database is very important to have as the researchers get the information about the customers details and contacts so that the company can remain in contact with the customers. 2)Past behaviour: Having customer database he company comes to know about the past behaviour of the customer as what was its buying's and purchases and also company can also predict it future buying capacity. It also provides information about the earning and purchasing power of the customer. 3)How long they have been associated with the company: Customer database also provides information about the customer that from how long they have been attached to the company and what are their thinking about the products and services of the company and also giving chance to suggest views about the products nd services. 4)Complaints from the customers: In this point , if the customer has filed any complaints what or in which regard these complaints are filed and what steps have been taken by the company to solve tha problem an what are customers reaction to the solving of the particular problems as they are satisfied with that? 5)Increasing awareness of brand: Brand awareness also increases with having a customer database as the brand name gets set in the minds of the customers. It also keeps the information that how much each particular product of that brand is sold and how much profit is gained rom each customer that is associated with the company. By taking into consideration micro and macro factors as : MICRO includesCustomersCompetitorsSuppliersShareholdersEmployeesMACRO includesPolitical factorsSocial factorsEconomical factorsTechnological factors

QUESTION 2(C)

General principles of data protection that should be considered while establishing a customer database1)The first principle of data protection related to the laws and legal procedures while carrying out the customer database. The processes should be done lawfully and fairly without breking the rules and regulation. 2)The second principle relates to the information and data. Thedata of the customer should be accurate and adequate. The data should also be relevant and have some meanings. Also the data should not be excessive as what is required and you are providing more than that. 3)The third principle relates to the data that is collected from the customers should only be obtained or used for one or more particular and legal purposes and objectives and also the data of the customer should not be processed in the compatible manner4)The fourth principle relates to the upgradement and accuracy of the data. The data is collectedfrom the customer should be up to date so that no problems occurs while contacting the customers. 5)The fifth principle relates to the data that is collected from the customers should not be kept longer than necessary for any purposes or other purposes. The should be saved in the proper manner with some passwords. 6)The sixth principle relates to the data that is processed should be processed in the accordance of the data protection act with proper amendments and changes. It is also processed accordance with the rights of the act and also the duties. 7)The seventh principle applies that the appropriate technical and organisational steps should be taken against the unauthorised and illegal processing of the data and the accidental or any type of damage and destruction to the data of the customers.

QUESTION 3(A)

ToThe Discussion ModeratorFromThe head of research agency, XYZ.

SUBJECT: Discussion guide to be carried out while going for the group

discussion in the focus groups and will be of 2 hours.

Introduction 15 minutes

Welcome: The head of the project will introduce himself before the groups.

Housekeeping: After that the health and safety measures will be setup for

the groups working on the project. Purpose: Also the purpose of the project

will be well defined in the introductory part. Timings: Timings will be given

for the project. Recording: Recording of the project will be going on side by

side. Warm up session: Panel members will be giving their introduction in

this stage. Cross questioning: After that cross questioning will be held

between the focus groups or panel members.

Discussion phase(1) 45 minutes

This includes current awareness and attitudes towards bescafe as a brand

and its packaging of the products and it includes queries: Name any 5 coffee

brands which comes to your mind ? Have you ever had a particular coffee

brand? What and why did you like that brand most? Do you like the

packaging of the coffee? Have you ever heard of coffee Max brand?

Discussion phase(2) 45 minutes

This includes the opinions of the customers and it includes: When you see

the packaging which things come to your mind first is that the looks or

contents of the packaging? How do you priortise these things? Is the current

packaging of the brand is perfect? Showing them 3 new designs of the

bescafe coffee brand. Out of the three which one they like or prefer the most? Giving suggestions fo the packaging of Max brand coffee?

Wrap up session

All the members of the project or the panel members and the focus groups are thanked for carry out the research for the packaging of the bescafebrand. All the expenses occurred by the members will be compensated. This all project will be done in the accordance of the Data Protection Act 1988 and with proper rules and regulations.

QUESTIONS 3(B)

This part includes the checking the attitudes, opinions towards products and the services of the company.

BRAND MAPPING

Brand mapping can be defined as a technique used to compare two or more brands and to distinguish between there features, contents, etc. It is a research driven approach to improve and empower brand name. It measures the performance of the brands in regard to the other brands at the marketplace and can see the issues and opportunities. We are using this technique in the bescafe company also. This technique is very helpful to differentiate the bescafe coffee products with other brands and to distinguish its features from others. This technique helps the bescafe coffee brand to make some changes which helps the bescafe to do more efforts on the packaging styles of the company from which they can attract more customers.

COMPLETION TECHNIQUE

This is another technique in the market research. In this technique incomplete sentences or a type of fill in the blanks is presented before the customers for example questions likeThey like this brand because…………………. Liking to the particular packaging style because…………………. You have attraction towards to that product design due to its……………………. Youlike other brands because………………. This technique helps the bescafe coffee brand as they come to know about the customers tastes and preferences and also the reasons why the customers like the product and packaging styles of the products. This is a creative task,

QUESTION 4(A)

ToBescafe companyFromX Y Z research agencySubject: Panel research and qualitative (Focus groups)

Panel Research

Panel research can be defined as a term used to describe a selection of group of some people used more than once a year for collecting of the information.

Characteristics of Panel research

In panel research there is higher rate of survey response other than ad-hoc survey as panel members have already in research. Panel research is more cost effective as the different type of subjects can be used as a one questionnaire. Panel research demonstrates a long way commitment with the consultants and the staff members. Panel research method is a quick and fast method of giving a good representative sample for the purpose of

consultation. Panel research holds demographic information which particular group of people will work on targeted pieces of research only.

Benefits of panel research

The accessibility of panel research is main benefit as large number of people is willing to help you. Field work promptness means combining the online research with opt-in leads for having speed in data collection. Panel research focuses on the targets as panels are created around interest. It is efficient also as there is no need re screen the participants. Panel research has longitudinal advantages t track changes in the behaviour of the people about the company. Panel research is more descriptive in nature which helps in providing more details and creativity.

Qualitative research (focus groups)

Qualitative research focus groups is well and carefully planned discussion which is design to obtain the perceptions on a specific zone of interest in a tolerant non threatening environment.

Characteristics of qualitative research

This research is based on structure interviews which increase sample size at minimum time. Focus groups trustworthy data that leads to imperative insights of the human behaviour by giving chance to the participants to say something. Focus groups are flexible as we can see the natural talking between the people where people can say anything. Focus groups select 25 people in a parallel session of 2 hours.

Benefits of qualitative research

The research is having socially oriented procedure for the research which helps in carrying out the research in a good and planned manner. The format of the research gives the benefit to the moderator to probe changes to focus on the un anticipated issues. The research is having a high rate of face validity. There is a low cost material fr carrying out the research. The research provides very fast and quick results to the companies for carrying out there activities.

QUESTION 4(B)

Benefits of recruiting and developing panel of coffee drinkersWhen the panel of coffee drinkers in Bescafe Company is developed they will give feedback about the taste of the coffee. So we came to know about the taste and preferences of the customers. By having the taste and preferences of the coffee drinkers panel we can maintain the quality of the coffee products and can make changes according to them. On the basis of the results and the outcomes by the panel member the simple and causal result and research can be carried out and improvement can be made in the research. As the customer if the king pin of the market the customer should be fully satisfied in that case the panel of coffee drinkers can help in customers satisfaction. Through panel of coffee drinkers company comes to know about which product should be produced more and less. Challenges of recruiting and developing panel of coffee drinkersThere should be a proper backup plan of the persons, in case any person leaves or drops out of the panel. Hiring of the professional panel coffee drinkers acquires a huge amount of cost which the company cannot afford. There is a difficulty for developing such type of

panel as the person are from different backgrounds. There should be proper feedback by the moderator of the panel of coffee drinkers at regular time interval. The moderator should provide the proper training to the panel member for the carrying out the research.

QUESTION 5

Meaning of Audience:

A stands for Analysis which means proper analysis and interpretation of the audience should be done while giving the presentation. U stands for Understanding which means that issues relating to the audience should be properly understood by the presenter. What the people in front what they know about report. D stands for Demographics relates to the age, gender, status and qualification level of the audience. I stands for Interest which means what are key interests of the audience and in which thing or issues the audience is taking interest. E stands for Environment relates to the specific situation or environment in which the presentation is going to be held. N stand for Needs which means that what the audience expect from the presentation which is done after completion of the project. C stands for Customised needs which relates to the specific or particular needs of the audience. E stand for Expectations which means what are the tastes and expectations of the audience after the presentation.

PRESENTATION

Presentation should be clear and simple and easy to be understood. The presentation should be done by keeping few things in mind; Not to be in detail: The presentation given before the audience should not be in too

detail. It should discuss the main points of the research instead of going to deep in detail of the research report. Audience not bored: The audience should not be get bored while listening to the presentation which in turn the audience loses the interest in the presentation. The speaker should not complete the presentation only by giving his views not having a cross questioning time intervals. Bullet point's usage: Main and key points should be used by the speaker in the presentation like audio and visual effects should be shown to the audience. The presentation should in clear words. Clear about your message: The message should be clear about what you say both supportive and consistent. The speaker should use phrases and sentences in one or more slides of the power point to make the presentation more understandable.

REPORT

Detail information: The report presented to the audience after the presentation should be in detail . It should cover all the aspects of the presentation. The report should be made in a sense that the information that is needed by the audience should be provided instead of any irrelevant stuff. Possible solutions: The report should provide all the possible solutions for the audience and it should highlight the solutions in a good manner. Taking care of executive summary: The report should be done by taking care of the executive summary in the presentation. There is need to focus on the executive summary carefully as the top management should not have enough time to do all things so this thing is must while giving the report. Use of tables and graphs: The report should be easy to understand so tables and

graph charts should be used which makes the audience more

understandable.

REFERENCES