

Wendy's: qualitative research to streamline capacity



**ASSIGN
BUSTER**

In order to expand further in the United States, qualitative research will be the main framework of survey by Wendy's.

Although the company has a substantial market share, it still needs to invest extensively in order to enhance its capacity to compete with rivals.

Consequently, it is essential to examine the role of qualitative research in enabling the company to enhance its market share in America. The first outstanding role of qualitative research is the use of subjective data in making research evaluations. It is vital to note that it is quite complex to gather subjective data in this type of research. Under the current framework for Wendy's, subjective data will be vital in examining personal experiences with regard to the company's products and services (Bradley, p. 75).

Apart from the collection of subjective data, another attribute of qualitative research pertains to the omission of rigid variables. In order for the company to establish a comprehensive framework for expansion, it is fundamentally essential to investigate as many variables as possible. This approach will provide Wendy's with a clear image of the prevailing situation in the fast food market.

This kind of analysis is not possible while using other platforms of research.

Another role of qualitative research in Wendy's framework of expansion pertains to the establishment of theoretical frameworks. In any expansion structure, it is always essential to establish comprehensive theoretical roadmaps. In essence, the theoretical roadmap serves as the basis of developing the actual practical systems. Another role of qualitative research

<https://assignbuster.com/wendys-qualitative-research-to-streamline-capacity/>

in Wendy's quest for expansion is the investigation of hypothesis. It is always complex to investigate the prevailing issues from numerous perspectives (Smith, p.

7).

The qualitative framework comes in handy in terms of establishing a multidisciplinary approach for the prevailing issues. In the expansion program, it is crucial for Wendy's to examine the perceptions of customers towards the company's main competitors (Malory, p. 815).

This helps in qualitative research, Wendy has an excellent opportunity to evaluate and validate different assumptions about expansion. Consequently, this will form an effective basis on which to develop comprehensive expansion strategies. Question 2 Questionnaires represent one of the most effective approaches towards data collection in qualitative research.

Since they are critical tools for data collection, it is fundamentally essential to establish a comprehensive strategy for formulating questionnaires. For Wendy, the assessment of consumer preferences for fast food restaurants is among the most essential aspects of research.

This data will help the company to come up with adequate strategies for brand or product innovation. There are various sections of the research questionnaires that should form critical consideration in the qualitative survey for Wendy. The first sections should serve as a general introduction of the respondent to the survey.

Consequently, this sections should examine whether the respondents uses services and products from any of the leading fast-food outlets in the country (Kola, p. 119).

If the respondent is unfamiliar with fast food services, it is complex for him to answer the other parts of the questionnaire. After the introductory section, the next part should seek to examine the preferred fast food retail outlet by the respondent. In the United States, people have a lot of options in terms of fast food services. It is thus essential to examine the respondent's preferences.

The next section should focus on examining the factors influencing an individual's choice of fast-food services. If a respondent provides McDonald's as his preferred fast food outlet, he should offer reasons for the same. This section is vital in helping Wendy understand the contributing factors towards consumer preferences. The fourth section of the questionnaire in this survey should examine whether the respondent is satisfied with the standards of services in his preferred fast food outlet.

This is also a fundamental respective towards enabling Wendy develop a comprehensive strategy for brand positioning.

The fifth section of the research questionnaire should examine whether the respondent is willing to sample the different services available at Wendy. In essence, this would be an essential parameter for gauging Wendy popularity in the fast food sector. Additionally, this section would be helpful in ascertaining whether the company has realistic opportunities for growth.

Another pertinent section of the research questionnaire would encompass an <https://assignbuster.com/wendys-qualitative-research-to-streamline-capacity/>

evaluation of the respondent's receptions towards the American fast food sector.

For instance, the respondent might express his perceptions about the prevailing standards of quality in this sector (Smith, p.

101). Such data is vital in enabling Wendy identify the most vital areas of improvement. Question 3 adequate skills for data collection. The effectiveness of fieldworkers plays an instrumental role towards determining the quality of outcomes for the research.

Consequently, it is vital to train the fieldworkers effectively. The selection process for fieldworkers is among the most sensitive aspects of research.

During this process, it is vital to ascertain whether the prospective fieldworkers have prior experience in qualitative research. In essence, the successful candidates should have had some form of previous exposure in qualitative research surveys. Apart from experience, the second aspect of consideration pertains to the evaluation of the fieldworkers' ability to conduct interviews (Bradley, p.

89). This is because interviews will form an integral component of this research framework. Consequently, the prospective fieldworkers should demonstrate the capacity to induct comprehensive interviews.

The capacity to analyze qualitative data is also an essential attribute during the selection process.

With sufficient skills for data analysis, the fieldworkers would easily enhance the quality of outcomes. In terms of training, the fieldworkers should be familiarized with the relevant standards of ethics that characterize this kind of research (Stevens, p. 14). Conclusion Qualitative research would streamline the capacity of Wendy to enhance its brand.

The Justification of this statement is evident in the different sections of the paper.

Although the company has a substantial market share, it still needs to invest extensively in order to enhance its capacity to compete with rivals.

Consequently, it is essential to examine the role of qualitative research in enabling the company enhance its market share in America. For Wendy, the assessment of consumer preferences for fast food restaurants is among the most essential aspects of research. This data will help the company to come up with adequate strategies for brand or product innovation.

References Bradley, N. (2007).