

Case study (business research methods)



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Case Study (Business Research Methods) The three key decisions faced by Joe are his key question: What markets in the United s hold the most promise for a new coffee shop? What type of location is best for a coffee shop? What is it that makes a coffee shop popular? (Case study 73). The key deliverables or main objectives of the research are to study coffee shop market in the United States: locations of great demand for coffee shops, business techniques to attract more new customers, etc. Coffee shop is not something new in modern business. Thus, there is no need in explanatory research. There are definite questions Joe has to answer in the process of his research. He has already done a previous research in the Internet and found some articles comparing and discussing taste of coffee from Starbucks, McDonald's, Dunkin' Donuts, Burger King and other smaller local coffee shops. However, not all of the studies found by Joe are relevant. The first study done by only one person, who purchased different types of coffee revealing his point of view about their taste and prices, is rather irrelevant. Such kind of information is neither objective nor representational. It cannot be regarded as a serious research after all. Moreover, since McDonald's was best in this study, it can be claimed that it's just pro-McDonald's mini-campaign. The second study on the best-tasting coffee is interesting to read, but does not represent a great value. One and the same type of coffee can be prepared differently and, thus, have a different flavor. I think the last study is the most relevant and representational. A sample of 50 interviewed consumers of St. Louis, Missouri represents tastes and preferences of the locals regarding coffee and tea experiences. Joe has to take into account the methods used for the research in considering the coffee taste studies. A point of view is not a study as I have already mentioned above. Since, Joe's

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problem is defined, his problems with coffee shop business is half solved. He clearly understands what kind of business he wants to do. Defining the research objectives (or the questions of the case study) is the first step of Joe's research. Since there is no perfect research design, Joe can consider employing several designs for his business research. He has to work out a plan of this research determining sources of information (in addition to Internet which he has used already) and the design technique. Since Joe is only beginning his business, I think it would be difficult and expensive to carry out an experiment. So, a survey would be a more appropriate design in this situation. Besides, the beginning businessman will have to determine sampling methodology, the schedule and the cost of his research. Sampling can be done in the process of the research, when a certain number of customers is questioned or interviewed. Data can be gathered both with the help of different available studies and in the process of carrying out a survey. After a certain amount of data is gathered, Joe will be able to see the picture of his future business clearer and to analyze the situation answering questions he has had before starting his business. The final stage of research process is formulating the conclusions, which will answer the questions asked. Obviously, American consumer preferences are not and cannot be the same. The USA is a big multinational country, which already implies a notion of diversity. Different ethnicities have different tastes and, thus, beverage preferences. Joe has to decide in what state or what part of the country he wants to set up his business in and only then to start his marketing research in that area. Joe Brown is a market researcher with 30 years of experience, so there is no need to hire a consultant, as he can do the research himself. At the same time, however, if Joe plans to carry out a serious research project,

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a professional assistant would be a great help to him, because it will enable a faster and more effective carrying out of the research. Works Cited “ Case 4. 1 A New “ Joe” on the Block”, pp. 73-74 from Business Research Methods, 8th edition, by Zikmund, W. G., Babin, B. J., Carr, J. C., Griffin, M. 2009.