

# Current events in business research

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ID Lecturer Current Events in Business Research A business research process from my experience can be discussed in terms of understanding how consumers are able to derive value through different products and services that are marketed. This was made available in the form of advertising an energy drink which was making itself big within the local market domains. I saw that proper research was conducted as far as market dynamics were concerned. Also psychographics, demographics, segmentation and positioning were planned in order to make sure that everything was adequately sound before the energy drink was put on shelves. This meant that customers were asked for whether they would opt to drink this new product and trials were also made as per its consumption (Robertson, 2009). Then the people who were related with its marketing and advertising were asked to come up with catchy taglines and distribution patterns to make sure that the energy drink's research was complete and comprehensive from all angles. Also the stakeholders behind this energy drink were brought on to a single platform so that their concerns and related feedback was taken beforehand. This was so done to make sure that the product becomes a hit more than anything else. The research process comprised of factors that included for discerning the taste, aroma, color, packaging, quantity and other details regarding the energy drink. This is the reason why one can think of this research process to be complete from a number of different perspectives. The research behind this proved that it was always good to know about the market and the consumers so that the product can be designed in a better way. It gives everyone a good idea what the need is like and how it shall be changed for the sake of bringing more benefits. Hence this business research process highlighted quite a few important points

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which were required at our end.

#### References

Robertson, C. (2009). Exploring Business Ethics Research in the Context of International Business. *Management Research News* 32(12)