

Thorpe park essay



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My selected organisation is Thorpe Park; I am going to talk about the organisation uses types of market research they do to contribute to its development plans. Market research is broken down into four categories as they contribute into development plans. The four departments are:

- Primary research
- Secondary research
- Qualitative research
- Quantitative research

Primary research Primary research (also known as field research) involves the collection of data that does not already exist. Some advantages of having primary research are that a researcher can focus on both qualitative and quantitative issues. It also addresses specific research issues as the researcher controls the search design to fit their needs, however, some disadvantages is that comparing it to secondary data/research, primary data may be very expensive in preparing and carrying out the research. Costs can be incurred in producing the paper for the questionnaires or the equipment for an experiment of some sort and finally, by the time the research is done, it may be out of date.

The primary research for Thorpe Park is its marketing structure. The research of some important partials of marketing. The parks marketing staff have undertaken into consideration before now. The television and sky advertisement which is very effective as there are approximately 26. 8 million private domestic households, approximately 97% of households own

a TV. Showing your advertisement on TV, let's say that 45% of UK households are on the same TV channel, the amount of money that it brings in is astonishing.

The leaflets and flyers that Thorpe Park produces and which can be acquired in the park also how in encourages entertaining customers to make a return visit to the park at a later date. The hotel accommodation near the park and how a park hotel would greatly improve the parks local reach, the park popularity and customer satisfaction.

Secondary research Secondary research (also known as desk research) involves the summary, collation and/or synthesis of existing research rather than primary research, where data is collected from, for example, research subjects or experiments. In market research content, secondary research is taken to include the re-use by a second party of any data collected by a first party or parties. The research that I have undertaking has been on the park rides and advertising from other theme parks such as: Lego land. Advertising campaign as they are less than 30min drive from the park, this could be a threat.

Qualitative Research Qualitative research is a method of inquiry appropriated in many different academic disciplines, traditionally in the social sciences. In marketing terms, this means investigating the features of a market through in-depth research that explores the background and context for decision making. It's also used to deeper into issues of interest and explores nuances related to the problem at hand. Examples of qualitative research are focus groups, triads, dyads, interviews, uninterrupted observations and bulletin

boards. Bulletin Boards are used to advertise to the customers about Thorpe Park. On these boards, they advertise offers that may catch people's eyes and persuade themselves to attend Thorpe Park.

Quantitative research The use of numerical analysis techniques to provide information useful to those involved in promoting products or services. Many business applications of quantitative market research involve surveying customers. The information thus obtained can be used by marketing staff to assess consumer needs and formulate more effective product marketing strategies. Thorpe Park uses Quantitative research so they keep track on how many customers arrive at Thorpe Park as this is numerical data and they want to keep track of it. They do customer feedbacks to improve their business as this is a business for the public to enjoy. Gathering feedback from this, will improve the park and their strategies will be do work on the cons to make them pros.