

Market Research Survey Assignment

Congratulations! You and three of your friends have been selected to help **Your school** find a niche market for possible money raising opportunities based on students needs and behaviours.

In order to determine what business would be best at **your school** you will need to do some market research. You will need to design a questionnaire and administer it to determine what are student habits and where there is an opportunity for a business.

1. Questionnaire

- design the questionnaire, one page maximum
- Distribute to at least 75 students, you will need to use the attached permission forms to set up a time to conduct your survey on **insert date**. Your teacher will photocopy your surveys for you for that day.
- find results
- Use Excel to tabulate results

1. Identify objective

- a. identify what the objective is for the company on one slide in your presentation

2. Plan your research program

- a. Design your questionnaire following the guidelines provided in the notes throughout the unit. The questionnaire must be approved by your teacher. Include a blank copy of the questionnaire in the presentation
- b. Explain if you have done primary or secondary research and which one is best for your idea.

3. Select a sample

- a. Select a sample group of at least 75 students for questionnaire. Make sure to cover a wide demographic (ie. Different grades, different academic levels). Students must get approval from any teacher they intend to survey in writing, presented to your teacher using the form provided on day 1 of this unit.
- b. Provide one slide in the presentation explaining why this sample was chosen and why it is appropriate to the study.

4. Collect the data

- a. All data will be collected during period one, students will before hand practice what they will say to this class, before being approved to speak to other classrooms
- b. All surveys and/or results must be kept and handed in to your teacher with the final marketing research presentation

5. Analyze the data

- a. All data must be inputted into a tally sheet on Microsoft Excel and included in the final presentation
- b. Three graphs of the data with their implications must also be put into the final presentation **one of these graphs must be a scatter plot with a line of best fit with the equation.**

6. Draw conclusions

- a. Provide three business ideas that would work at your school based on what information you have found in your research. Back this up with evidence from your research.

7. Decide how to proceed

- a. In the presentation, conclude with a slide on what the best business idea would be for the students at your school.

Criteria for your presentation

1. Presentation rules
 - a. The presentation will be timed
 - b. You will be signaled when you have one minute remaining
 - c. You will be signaled when you have reached the maximum time
 - d. You are expected to present yourself verbally and visually as an adult professional (ie. Clothing, manners, language, etc.)

2. Sections of the presentation (**BOLDED TITLES NEED TO BE IN YOUR SLIDESHOW AS SEPARATE SLIDES.** Each section starts a new slide)
 - a. Do NOT look at your power point. Use a monitor to keep yourself on track OR cue cards

Section	Requirements
Introduction	<ul style="list-style-type: none">- Introduce yourself- State your plan for determining the best business.
Market Research	<ul style="list-style-type: none">- Statement of the RESEARCH QUESTION<ul style="list-style-type: none">o Must be specifico Must be measurable* Display questionnaire- Explanation of why this information may be valuable to your study
	<ul style="list-style-type: none">- Where and when the research was conducted
	<ul style="list-style-type: none">- Details about the sample- Sample size- Demographical information- Inherent bias in the group based on demographical characteristics
	<ul style="list-style-type: none">- summary of the key patterns found- examination of the significant correlations with an emphasis on possible causality<ul style="list-style-type: none">o Use of graphs and charts is recommended in this section <p>* Make these clear and to the point – 1 GRAPH per slide – don't be afraid to use A LOT of slides</p>
	<ul style="list-style-type: none">- summarize most important points from the study- present possible business ideas found based on your survey.
Conclusion	State what business you think would be best and why using evidence from your research. End by thanking everyone and asking for questions

**** IF YOU ARE STUCK ON IDEAS PLEASE SEE YOUR TEACHER FOR SOME HELP ****