

PRE

Market Research Proposal

Proposal Statement

In the ideal situation of the business model of D.A. Garden Supply, the whole business concept should perform better with the expansion of the café three years ago, with the expected net profit and revenues to be in the increasing trend. However, the recent figures in two years reflected the contrary situation. In the current situation, while the trades and profits of the café have been increasing, with the rate of 2 -3 percent in the recent three years, the performance of the landscape project has been acceptable, the sales of the Garden Supplies and the Nursery sales have been dropping significantly. This led to the fact that the overall net profits of the business were much lower and in the decreasing trend in the steady pattern. If this trend continues in the future, then the overall business model may have to suffer from huge losses. This is the origin of this marketing research, which was expected to advise the business of the sources of the downturn and the possible methods to help the business to recover its trades, sales and the amount of net profits. The research process and methodologies will also be derived from the reflection of the business scenario of the business, as well as the figures provided of the recent performance of it. This can help the research to create the domains of business operations, from which the possible sources of the downturn can be identified and analyzed better, so that the solutions can be created and applied into the business model more effectively. More elaborately, by the description that the recent performance of the Nursery sales and Landscape projects have been flat, the performance of the café and the sales of Garden Supplies will be focused more in this marketing research. Thus, they will also be emphasized more of the possible solutions to increase its future performance.

Proposal Objectives

The main objectives of this research include:

- To explore the main sources of the underperformance of the overall business models, with insights into the contribution of each element
- To assess the role of each business element to the decrease
- To evaluate the possible consequences and the effective methods to help the business to overcome this situation in the future

Hypothesis

According to the definition of Creswell (2008), the research hypothesis is the prediction that the researcher made in regarding the relations among various variables in the research process. The hypothesis of this research proposal is that:

“The source of the downturn in the recent two year is derived from the particular element of the business model.”

Consultation Process

The consultation process of the marketing research will be combined from the two main elements: the individual consultation and the expert consultation. For the expected outcomes of the consultation process from the individuals, the marketing research will deploy the questionnaire as the research tool, which can help the researcher to explore the perception and recognition of the customers in the marketing of the current performance of the business. Although this element of the process cannot research the root of the downturn of the business, the findings in the research can help the researcher to recognize the current performance of each element from the viewpoint of the customers. This can help the researcher to build more comprehensive view of the current situation of the business, as well as to develop the right methods to improve the performance of each element in the business models. Secondly, the researcher will also deploy the help from the marketing experts, who will conduct the analysis of the current performance of each element in the business model and the contribution of each to the overall performance of the business. Moreover, with clear and detailed analysis of the performance of each element in the recent two years, in comparisons with those of the others, then the root of the downturn in the business model can be identified. Based on the research of this process, then the market perception of the customers can be combined to create the final results and methods of recovering for the business model of D.A. Garden Supplies.

Sample consultation plan:

STAKEHOLDER	WHY	WHEN	HOW
David and Alison	Gather information	Before market research	Interview
D.A. Garden supplies managers	To investigate policies and practices	During market research planning	Meetings
D.A. Garden supplies employees	Insight into working environment	During planning	Focus groups, discussions and anonymous surveys
Business consultants	Insight into industry	During planning	Meetings
Accounting consultants	Insight into company's financial status	During planning	Reports and records

Research Methodology

There are two sources of collecting data 'primary data' and 'secondary data'. Primary source of data is collected by conducting surveys, interviews, through questionnaire. It is a raw data and the researcher himself will collect the data. Secondary source of data is collected by secondary sources. Researcher uses the data which is collected by other persons. In this scenario we will use both primary and secondary source of data. Example of primary source of data which we will collect is.

- data collected from interviews
- Data collected from questionnaire

Data collected from meetings with management and owner etc. **Research methodologies:**

It is decided that two types of research will be conducted:

1. Primary research
2. Secondary research

Primary research: Principal investigation (or field research) collects original data right to your function, as opposed to getting collected by released options. Principal investigation consists of:

- surveys
- direct findings
- Interviews along with concentrate teams which can be formulated along with executed by means of anyone or perhaps your examiner.

Principal investigation offers you command around the type of queries anyone question along with data anyone collect. Principal investigation final results can be extremely precious; nonetheless, they may also be much more time-consuming along with costly to accumulate as compared to legitimate investigation. You may choose to make use of key investigation procedures when you have executed legitimate investigation to find out exactly what data by now exists.

Secondary research: Secondary investigation (or table research) gathers current information by way of available sources. Secondary investigation these include:

- information online
- current market research final results
- current facts out of your unique share provides along with client databases
- Information by companies like market physiques, federal government companies, your local library along with local councils.

Secondary investigation allows you to reap the benefits of current information regarding your industry. However, it can be a difficult task to find the information you actually need.

Research Outcomes

The main outcomes of this marketing research include:

- The source of the decreased net profits in the business
- The detailed contribution of each element in the performance of the business model
- The possible solutions to resolve the underperformance of the business model in the recent months

Those outcomes can be expected to help D.A. Garden Supplies to create the methods and solutions of improving and combine them to increase the rationale of profitability and revenues that this firm can have in its operation. What is more, the extent of balancing the operation among various dimensions in the business can be arranged in the better model, so that the future operation of the business can achieve higher level of profitability and revenues.

Legal and Ethical Considerations

The main domains of ethical issues in this research include the intervention of the researcher to the research process, which may create the negative impacts to the creation of the research results (Flick, 2011). Thus, in both the exploratory and descriptive research approaches, ethical issues should be ensured by the strong considerations of the researcher to any intervention that the researcher may have in the steps such as data collection, data analysis, creating of research findings and the research results, etc. (Hesse-Biber and Leavy, 2011). As described by Saunders et al. (2012), the main issues that all researchers have to consider in marketing research include the privacy information of the respondents in the research process, the confidentiality of data, anonymity of the respondents, voluntariness, the possibility of deception in the research, the perception of objectivity and behavior of the researcher in the research. What is more, the marketing research process should also be in strong compliance to the regulations and policies to ensure the high quality and applicability of the research results. Thus, in this research, the researcher will consider the possibility of anonymity of the respondents by allowing them not to fill into their personal information into the questionnaires, the use of note-taking in the interviews to ensure the confidence and records of the conversation in the interviews. These considerations can create the high motivation and commitments of the respondents in providing full and solid information in their responses to the research questions. Biases and variations in the translating of the data are also strongly considered by the researcher, for which the researcher will consider those issues before collecting and analyzing of the research data, as well as to keep the high subjectivity in creating the variables, establishing the linkages, and shaping the relations among the variables in the research.

Recommendations

The main recommendations to be shaped from the findings in this marketing research will have the main source from the findings created in this research, from which the

recommendations can be regarded to as having the important role to increase the performance of this business in the future. Based on the fact that the different performance of the four domains in the business in the recent years did not reflect significant downturn, then there is the possibility that the recent downturn in the business performance was derived from the imbalance of profits and revenues in those domains. The suggestions to be created has the role to increase both the performance of the specific domain which has had underperformance in the recent years, and to create the better balance of the business model for the higher profitability in the future.

References

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POST

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Proposal Statement

According to the ideal situation of the business structure of D.A. Garden Supply, it is evident that the overall business concept needs to act in a better way by expanding the café business three years ago, with the thought of increasing revenue and net profit. However, the contrary situation gets reflected within two years. Recently, the profits and trades of the café are increasing at a rate of 2% to 3% in the current years (Goeman and Solari, 2011). The sales of the Nursery and Garden Supplies are decreasing significantly, and the performance of the landscape project is becoming acceptable. This fact, in turn, reduces the overall net profits of the business and results

in the decreasing trend in an organized manner. If the same pattern continues to grow in the future, then the whole business structure may encounter huge losses. This is the chief source of marketing research, which is thought for advising the company sources of the downturn. This market research proposal also brings many possible techniques for helping the company to recover its sales, trades, and also some overall profits. The methodologies and process of research will also be obtained from the images of business structure and the figures that are available for the current performance. This in turn helps to create the company operations domain with the aid of which the possible sources of the downturn can be analyzed and identified (Buzby, 2007). This is necessary to create and apply the solutions to the business model in an efficient manner. Clearly it is noticeable from the written description that the present performance of the Landscape projects and Nursery sales are flat. The sales of Garden Supplies and the performance of café will be concentrated more in this overall market research. Hence, they will be focused more on the possible outcomes for increasing the performance of the business in future (Sainsbury and Weston, 2010).

Proposal Objectives

The principal goals of this market research comprises of:

- For identifying the important sources of the underperformance present in the overall business techniques, including the insights present in the contribution of each element
- To estimate the role of each business component to the decrease
- To access the possible results and the practical techniques for the business to get recovery from this situation in future

Hypothesis

By the bridgework of Creswell (2008), it is evident that the research hypothesis comprises of prediction that the researcher prepares while regarding the relations among different variables in the process of investigation. The actual hypothesis of this research proposal is that:

"The origin of the downturn in the current two-years is obtained from the particular element of the business structure" (Creswell, 2008).

Consultation Process

The consultation technique of the marketing research consists of two crucial elements: the first one is the individual consultation and the second one is the expert consultation. To get the expected outcomes of the consultation technique from different individuals, the marketing research will implement various kinds of research tools, which enable the researcher to analyze the recognition and perception of the

clients in the commercialization of the present production of the business. This element of the research process is unable to study upon the root of the downturn of the enterprise. Moreover, the findings in the researcher can support the research in recognizing the current performance of each and every element of the clients perception. This in turn will help the researcher to grow more extensive view of the present situation of the business. This research proposal will also develop the correct techniques for improving the performance of each aspect found in the business model. In the second aspect, the researcher will also implement the help from various market experts who are going to plan for the analysis of the present performance of each element of the business technique. The researcher will also concentrate on the overall performance of the company. After the proper and detailed analysis of the fulfilment of each aspect in the current two years, in connections with the others, then the actual root of the downturn present in the business technique can be analyzed. On the process of the research, the market approach of the clients can be added for producing the basic methods and results of improving based on the business structure of D.A.Garden Supplies (Creswell, 2008).

Sample consultation plan:

STAKEHOLDER	WHY	HOW	WHEN
D.A. Garden supplies managers	For investigating the practices and policies	Meetings	During the market research planning
D.A. Garden provides employees	Insight into the environment of working	Anonymous surveys, discussions and focus groups	During the planning session
Business consultants	Insight into the industry	Meetings	During the planning session
Accounting consultants	Insight into the financial status of the company	Through records and reports	During the planning session
Alison and David	For gathering information	By conducting interview	Before the market research

Research Methodology

For a collection of the data, the researcher needs to have two sources namely 'primary data' and 'secondary data'. The main source of data is collected by conducting interviews, surveys, with the help of a questionnaire. It is raw data, and the researcher needs to collect the data on his own. On the other hand, a secondary source of data is gathered from the secondary sources. In these secondary resources, the researcher adopts the data, which is received by some other person (Neumeier, 2012). In this particular situation, we are going to use both the primary as well as secondary sources. The examples of major source of data, which we are going to collect, are:

- The data gathered from the interviews
- The data obtained from the questionnaire

- The data gathered from the meetings with owner and management

Research methodologies:

It is determined that two different types of research will be performed:

1. Primary research
2. Secondary research

Primary Research: It consists of first investigation for collecting the actual data appropriate for your function, as disputed in getting the collected data by free options.

The major studies comprises of:

- Analysis
- Direct findings
- Regular interviews with concentrate teams which are added with execution with the meaning of anyone or your researcher.

The major investigation allows you to command about the type of queries anyone put the question also to the data anyone collects. The final results of the primary study are very much precious. This kind of research requires much more time which is costly as well as compared to the legitimate inquiry. You can use the critical investigation process during the date of execution of legitimate investigation for finding out which data is existing at present (Collis and Hussey, 2013).

Secondary research: Secondary research better known as table research is used to gather the current information with the help of the available sources. The second investigation comprises:

- Final results of present market research
- Online source of information
- Present facts regarding the different share supply along with the database of the client.
- Valid information by different companies such as federal government companies, market structures, your sectional diagrams along with local councils.

The secondary investigation provides you to get the benefits of present information related to your industry. However, it is quite a difficult task for finding the information, which you want (Punch, 2013).

Research Outcomes

- The important outcome of this marketing research comprises of
- The available source of the reduced net profits in the business
- The scientific contribution of each element presents in the conduct of the enterprise structure
- The basic solutions to overcome the underperformance of the company structure in the current months

These outcomes can help D.A. Garden Supplies for creating the techniques and solutions of betterment and associate them to enhance the profitability and revenues that this organization can have in their operations. The extent of balancing the operational act among the various dimensions of the business is to be structured for making a better business model. It is essential to the future functioning of the enterprise can get high revenues and profit (Toufaily, Ricard and Perrien, 2013).

Legal and Ethical Considerations

The chief part of ethical issues present in the research is that the interference of the researcher in the process of investigation, which in turn bring negative impact on the research results. In both the descriptive and exploratory approaches to research, the ethical issues need to ensure with high consideration of the researcher to any involvement that the researcher may apply during data analysis, data collection, the creation of research results and findings. As Saunders et al. (2012) described, the major issues that all the researchers need to consider in marketing research comprises of the privacy information of the respondents in the process of research, the data confidentiality. He also said that the researcher needs to consider voluntariness, the anonymity of the correspondents, the view of objectivity, the possibility of deception in the research process, and the behavior of the researcher during the research. The process of marketing research needs to be in strong compliance with the policies and regulations for ensuring the applicability and high quality of report research results. Hence from this research, the researcher can consider the anonymity of the respondents by not allowing them to fill their personal information in the questionnaire, the application of note-taking during the interviews to provide the confidence and information regarding the conversation in the interviews. High motivations and commitments of the respondents can create the considerations, which provide fill and reliable information in response to the similar research. The researcher also strongly considers the biases and variations in translating the data and collection and analysis of research data will be done before the researcher will discuss the issues. Also to keep up the high subjectivity in creating variables, shaping relations and establishing links are strong among all the research results (Mertens, 2014).

Recommendations

The important recommendations, which are found from the research from these market strategies, will have the primary source of the findings created in this research work, a form that the recommendations can be regarded to as having the critical roles to increase the performance of this particular business shortly. The four domains have different performance in the four markets in the recent years that did not reflect in a significant downturn. Also, there are other possibilities that the recent loss in the business performance was derived from the imbalance of profits and the total revenues in those particular sectors. The suggestion that has to be created has a significant role to increase both the creation for the better balance out of the business and of the particular domain which had underperformance in the recent years. This also includes a higher profit margin in near future.

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