

Strand: Enterprise

Market Research

Learning outcomes in focus

Students should be able to:

2.7 Conduct market research in order to investigate an entrepreneurial opportunity and analyse, interpret and communicate the research findings using relevant terminology and representations.

Task

- 2nd year students are undertaking market research in order to identify a product they could sell at a Christmas Fair

Learning intentions

We are learning to:

- Conduct market research
- Use a survey/questionnaire or interview
- Be able to analyse and interpret results
- Be able to communicate research findings
- Make decisions as part of a group using information compiled through market research and classroom learning

Context and learning activities:

Before completing this task students will be able to:

- Define market research.
- Explain & appreciate the reasons for market research.
- Outline the benefits of carrying out market research.
- Explain and recognise the importance of the target market.

- Distinguish between field and desk research.
- Explore the advantages and disadvantages of field and desk research.

Conditions:

- This was a group task with an individual reflection each student had to complete at home.
- Student had access to iPads and library computers.

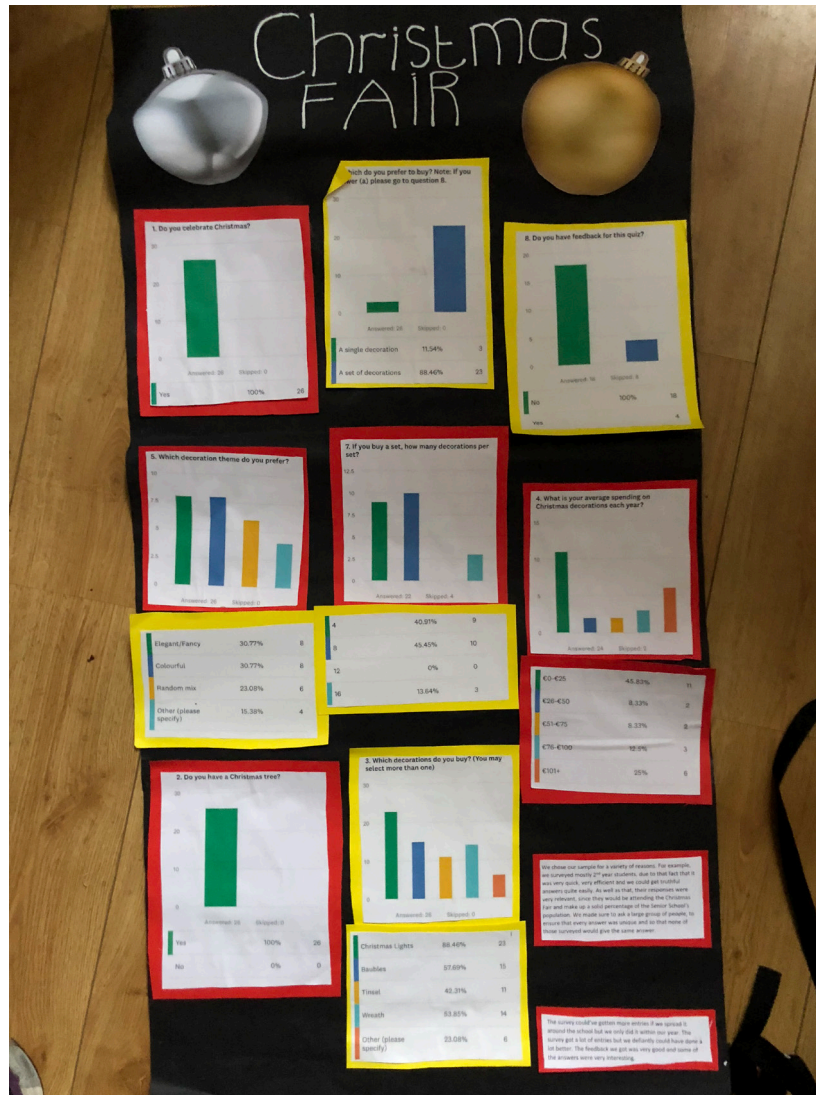
Time

- 8 classes prior to project
- Students were given two class periods to work on the project and then four nights to finish it for homework.

Success Criteria:

- SC 1:** We have used an appropriate method of primary research
- SC 2:** We have used a variety of relevant questioning techniques
- SC 3:** We have picked a suitable sample to distribute our survey to
- SC 4:** We have explained why we choose our sample
- SC 5:** We have presented our findings in a suitable & relevant way
- SC 6:** We have highlighted the limitations of our research
- SC 7:** I have reflected on my contribution to this project
- SC 8:** I have reflected on the experience of working as part of a team

Evidence: Project



Click on image to view entire project

SC 1: The students used a highly effective method of primary research (survey monkey) and demonstrated an acceptable analysis of the data findings in the form of graphs from survey monkey. The students could improve by including a conclusion as to what the questions/responses told them.

SC 2: The students used mainly closed ended questions used. The students could improve by using more variety in the questioning to gather their information eg. more open-ended questions.

SC 2: Question 8 'Do you have any feedback for this quiz' is an open ended question but there was no evidence of comments, just quantitative data presented. Students could improve by presenting some qualitative data eg. Comments.

SC 4: The research sample was identified and there was an acceptable level of analysis for choosing this sample.

SC 3: While the research sample was identified, the students could improve by stating the potential market size. It is difficult to judge if the sample selected was a 'solid percentage of the potential market' if the overall market is not identified.

SC 5: Results & findings were presented in a suitable and relevant way. Graphs from Survey Monkey were used and a story board was submitted for correction.

SC 6: Limitations relating to their chosen sample were highlighted by the students. The limitations could be improved by looking beyond the sample chosen, perhaps at experience of using Survey Monkey and types of questions used.

Reflection: Student A

1. We have used an appropriate...
2. We have used a variety of relevant questioning techniques.
3. We have picked a suitable sample to distribute our survey to.
4. We have explained why we choose our sample.
5. We have presented our findings in a suitable & relevant way.
6. We have highlighted the limitations of our research.
7. I have reflected on my contribution to this project.
8. I have reflected on the experience of working as part of a team.

STUDENT REFLECTION

Give a brief summary of how you contributed to this project:

I contributed to this project by giving my survey question ideas to the group, creating the survey monkey account and putting in some of the questions, getting pictures for our display and helping to put together our display.

Describe how you got on as a team and any difficulties you overcame while working as a team or describe the advantages and challenges of working on this group project from your individual perspective.

I think we worked very well as a team as we all listened to each others ideas and we divided up the work equally. One of the advantages of working as a team was that we got the work done quickly and efficiently. One of the challenges of working as a team was that we all had to create a display together in (Sho) School at lunch time instead of doing it at home which meant we had less time to put it together.

SC 7: The individual student reflection provides an acceptable reflection of how the student engaged at most stages of the project. The student could improve by ensuring there is evidence in the reflection of the student's contribution to all aspects of the project.

SC 8: It presents a meaningful reflection on the student's experience of group work, analysing both benefits & difficulties experienced throughout the process.

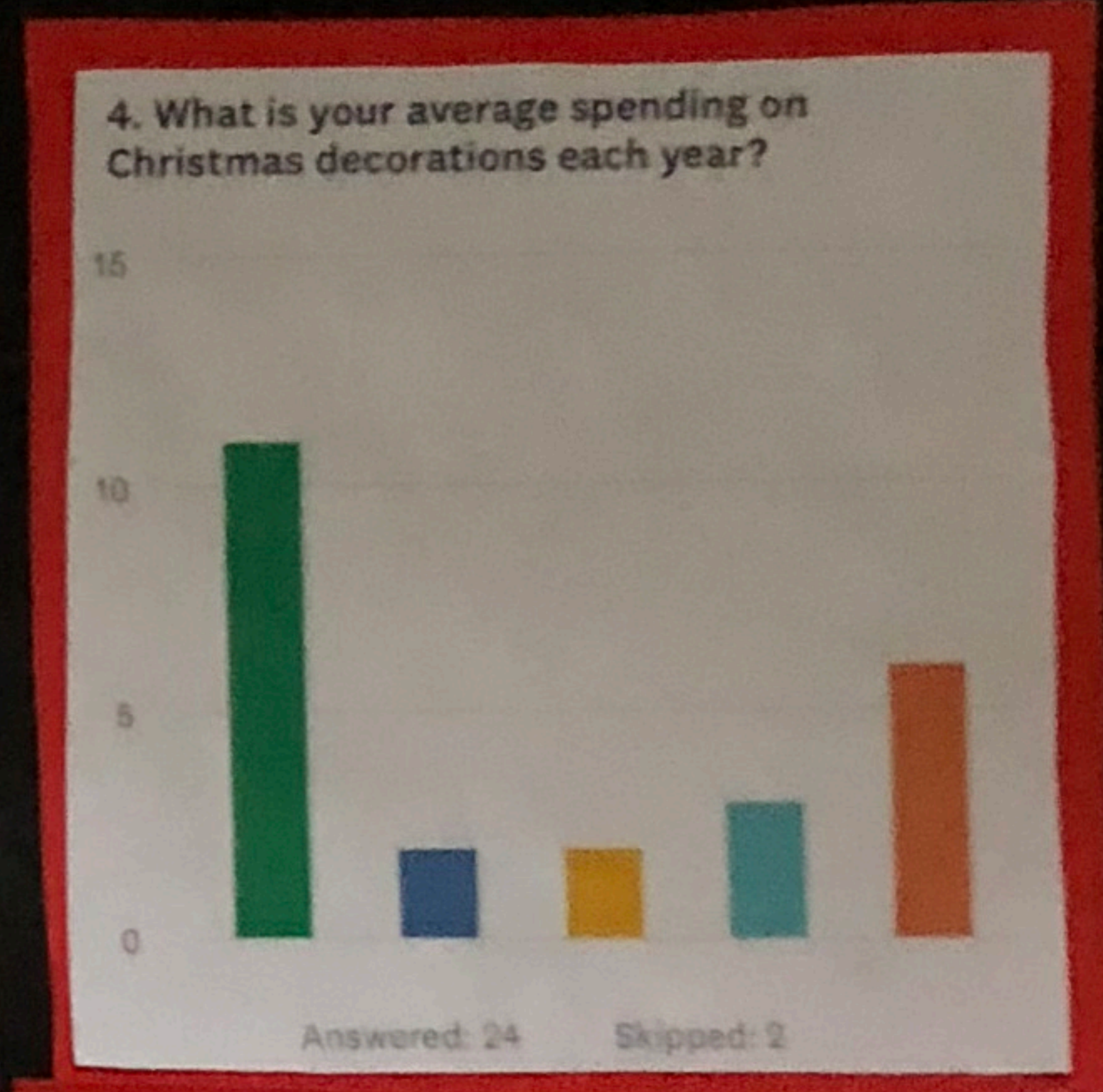
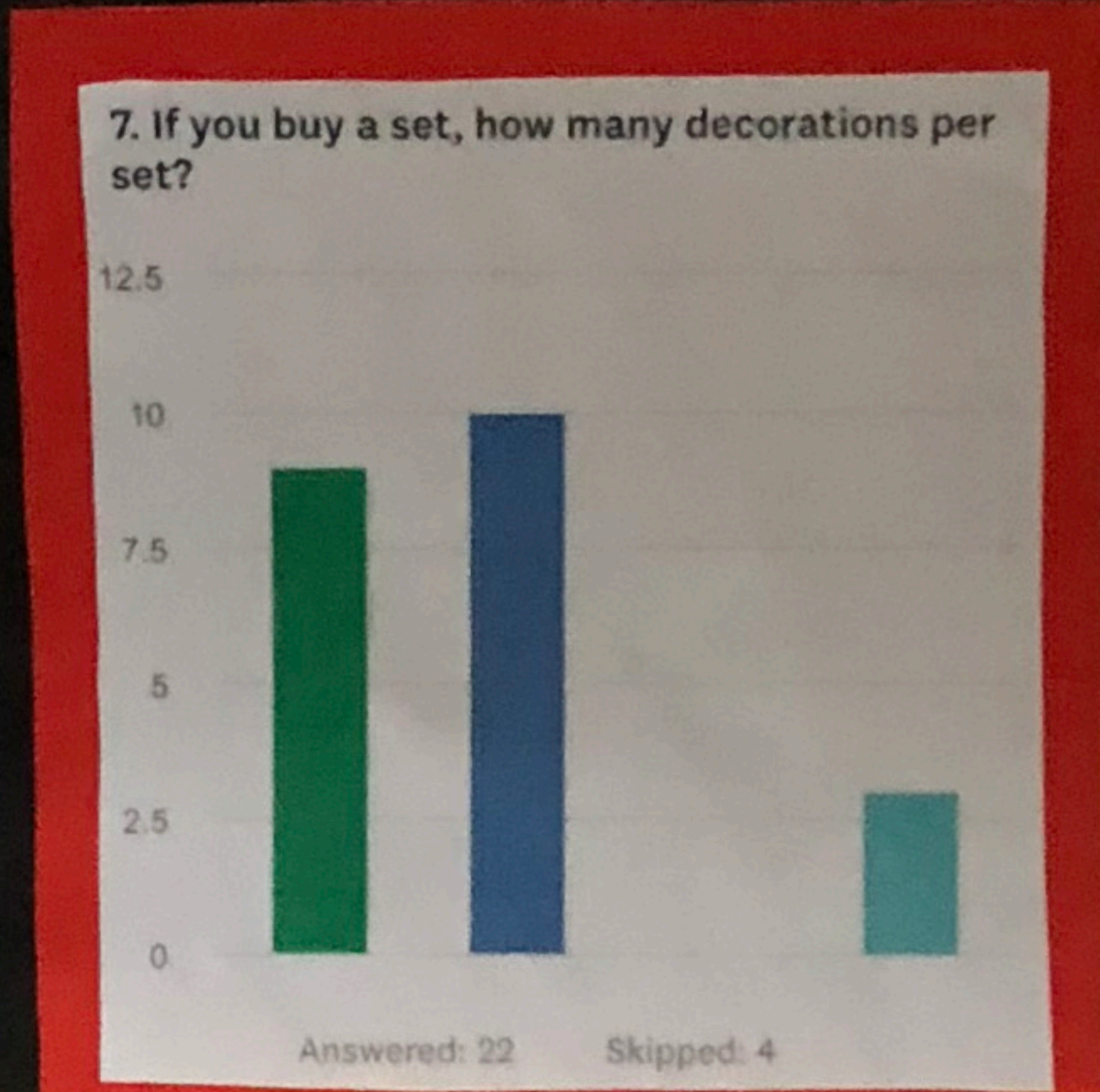
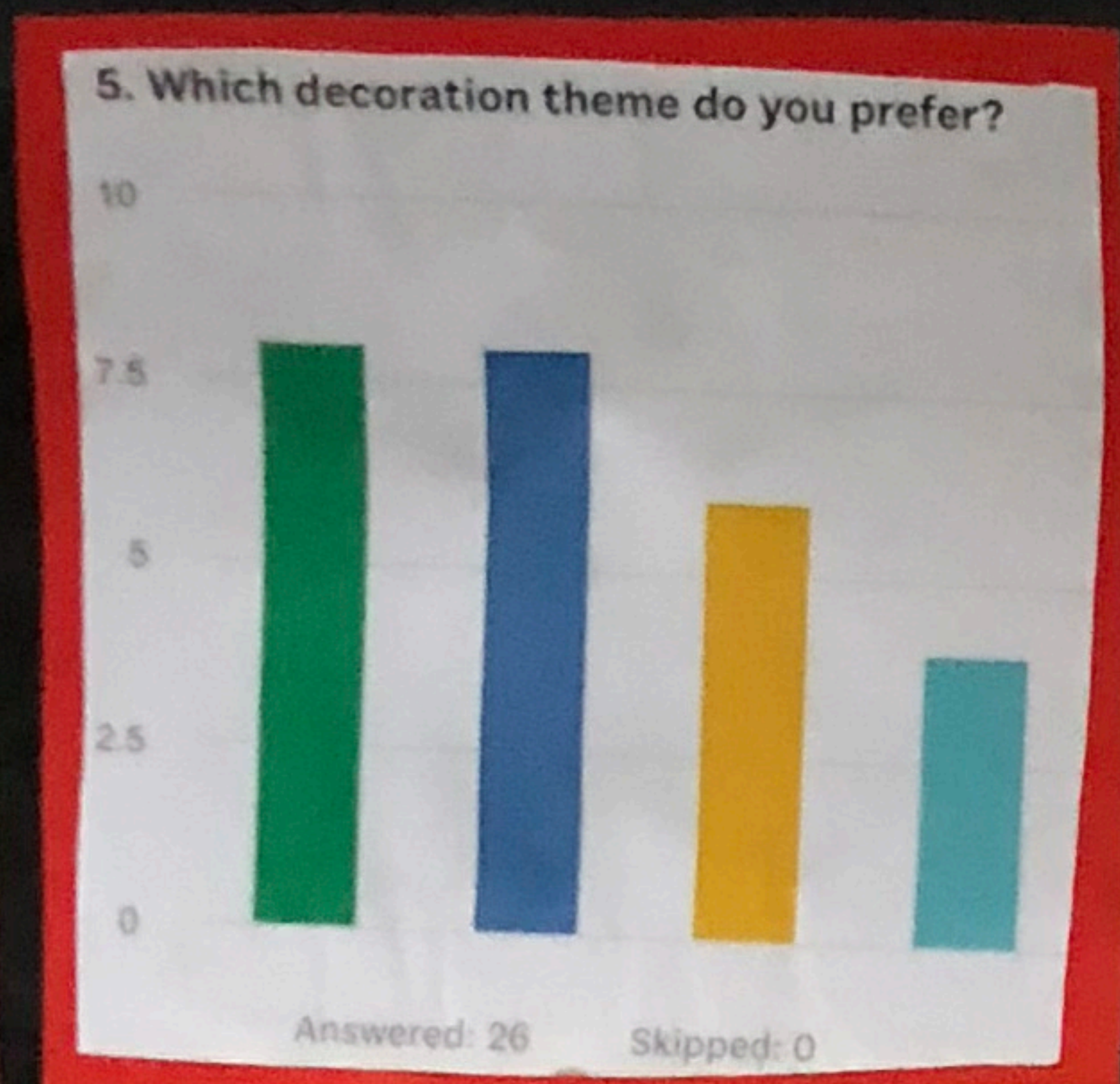
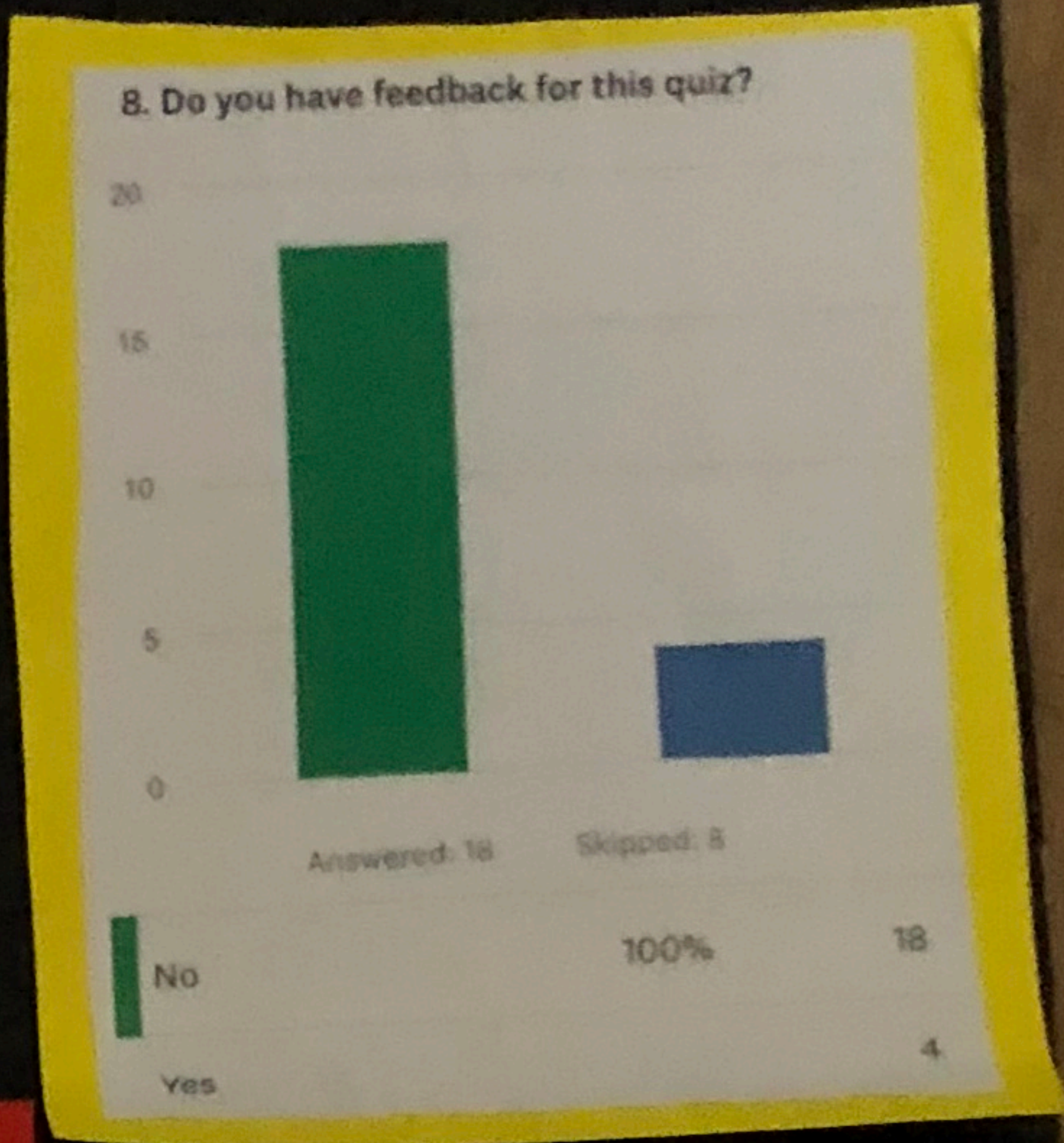
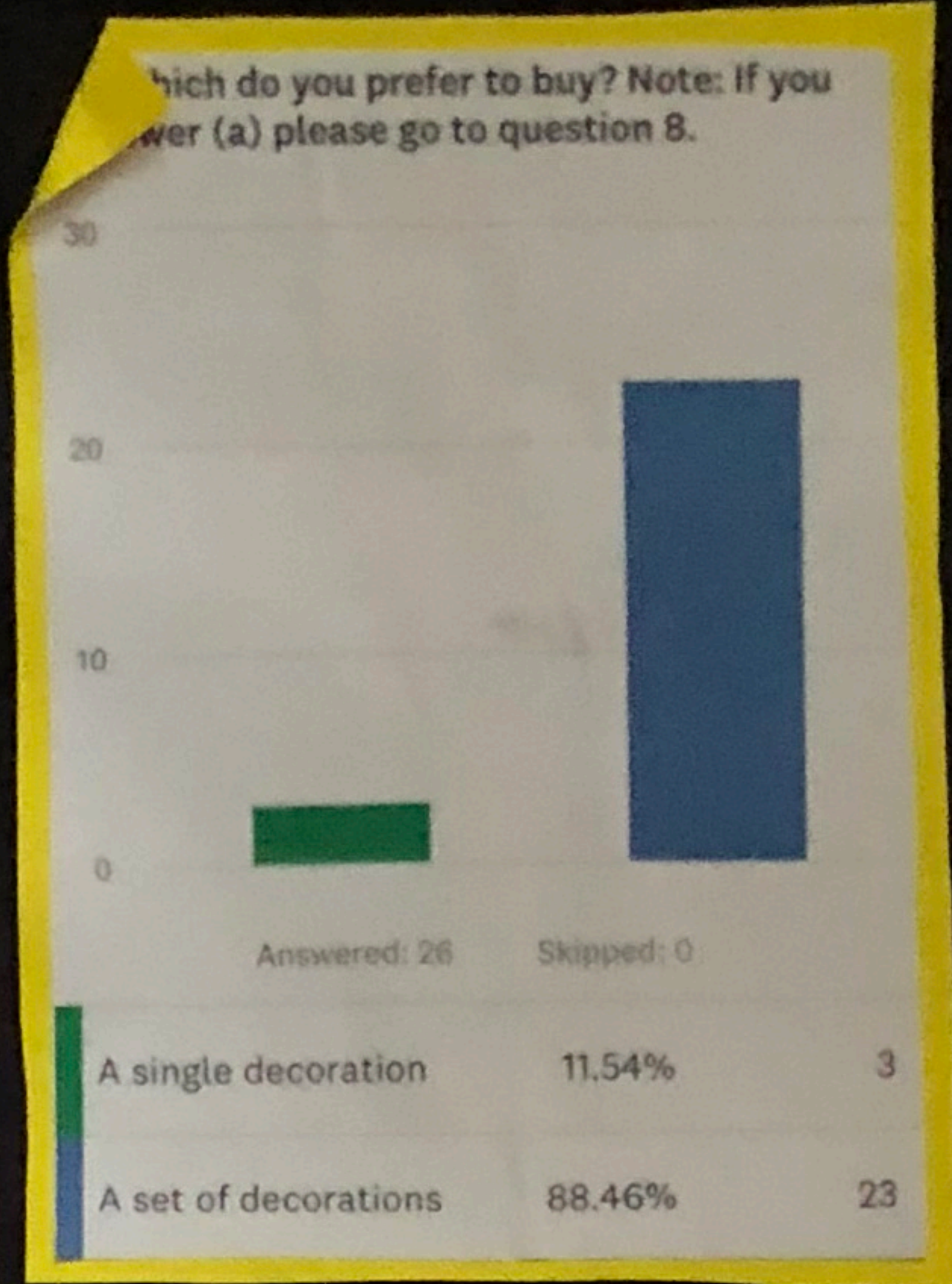
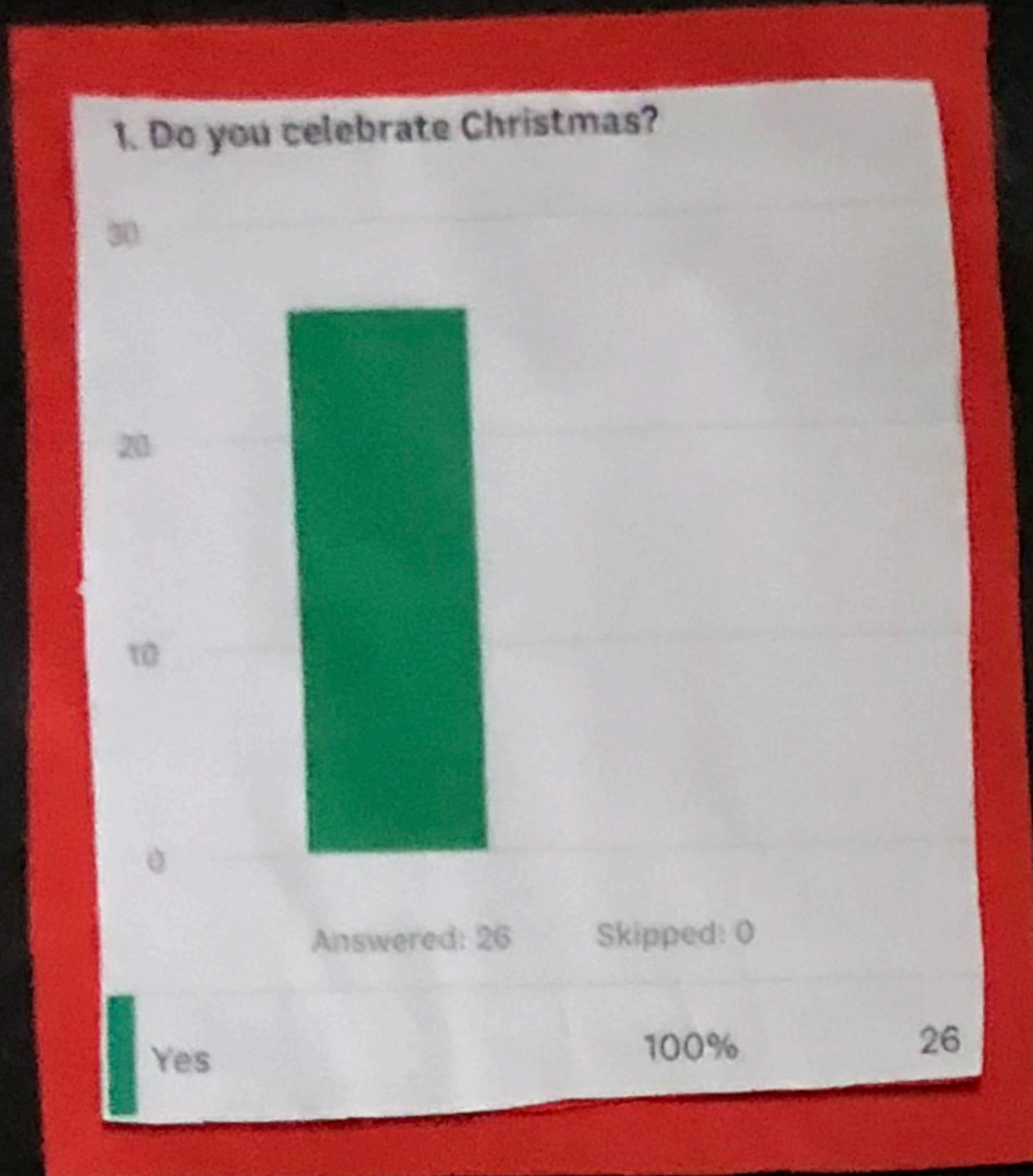
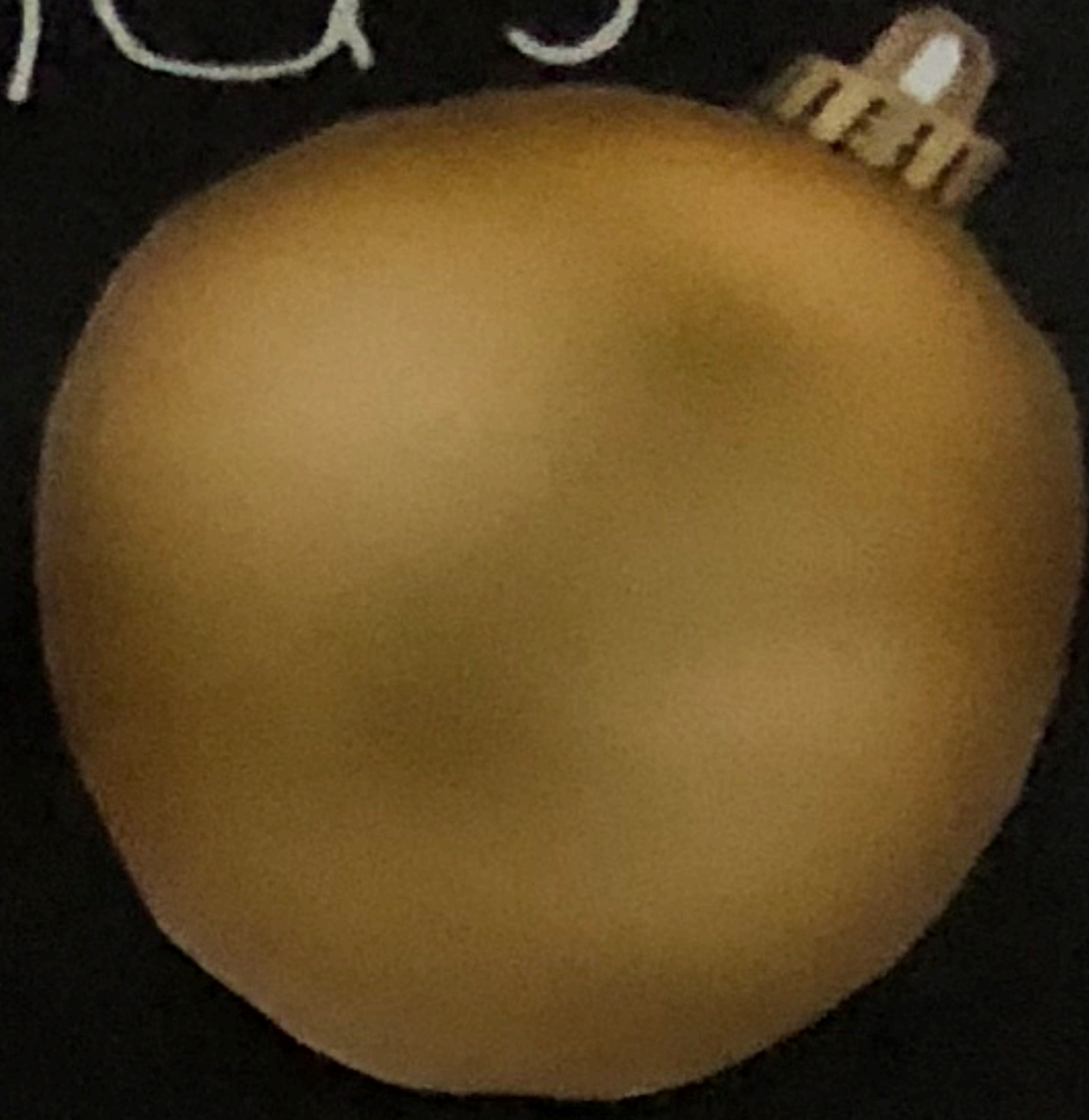
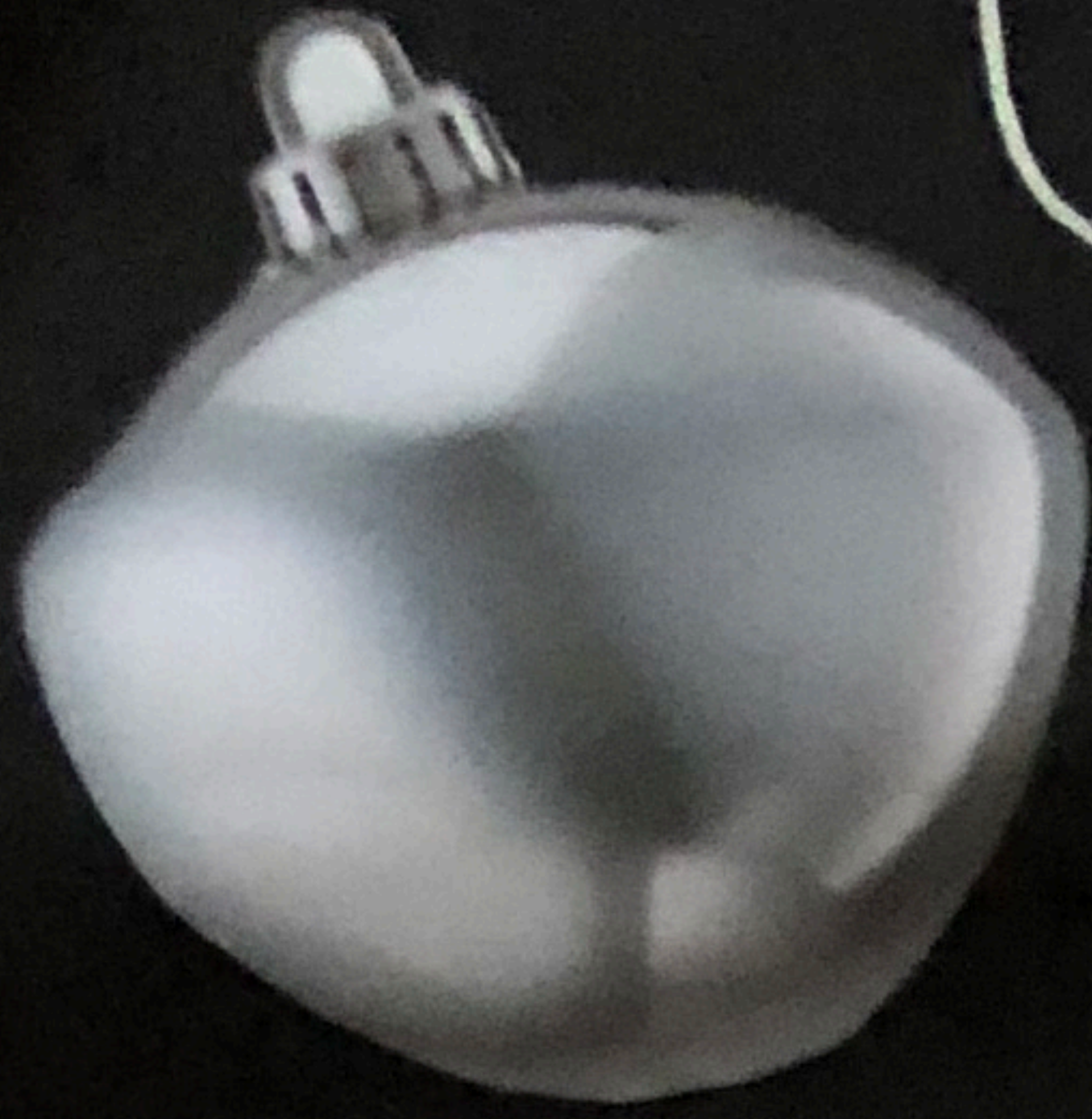
Teacher feedback: Overall judgement

Student A

In line with expectations:



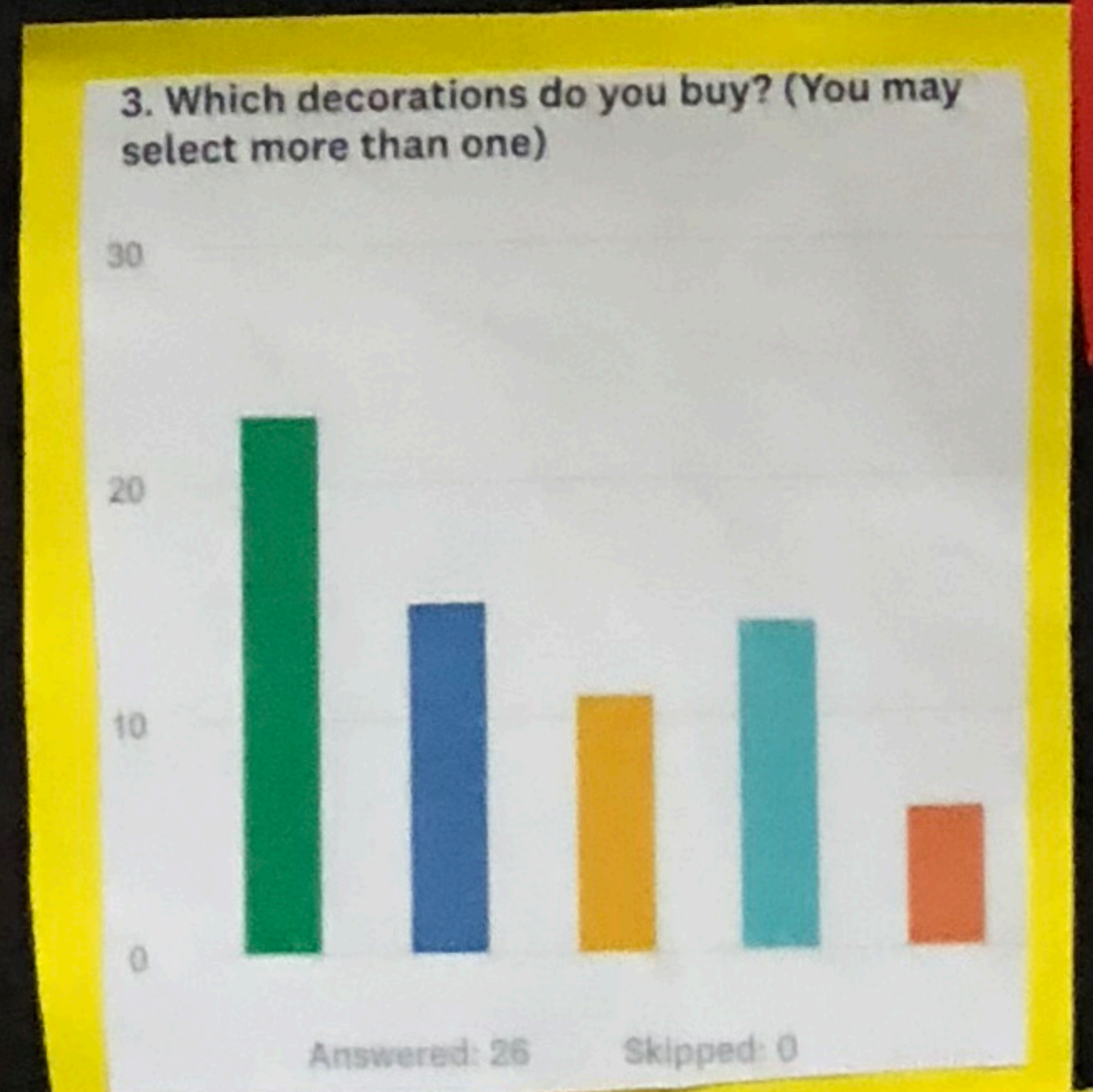
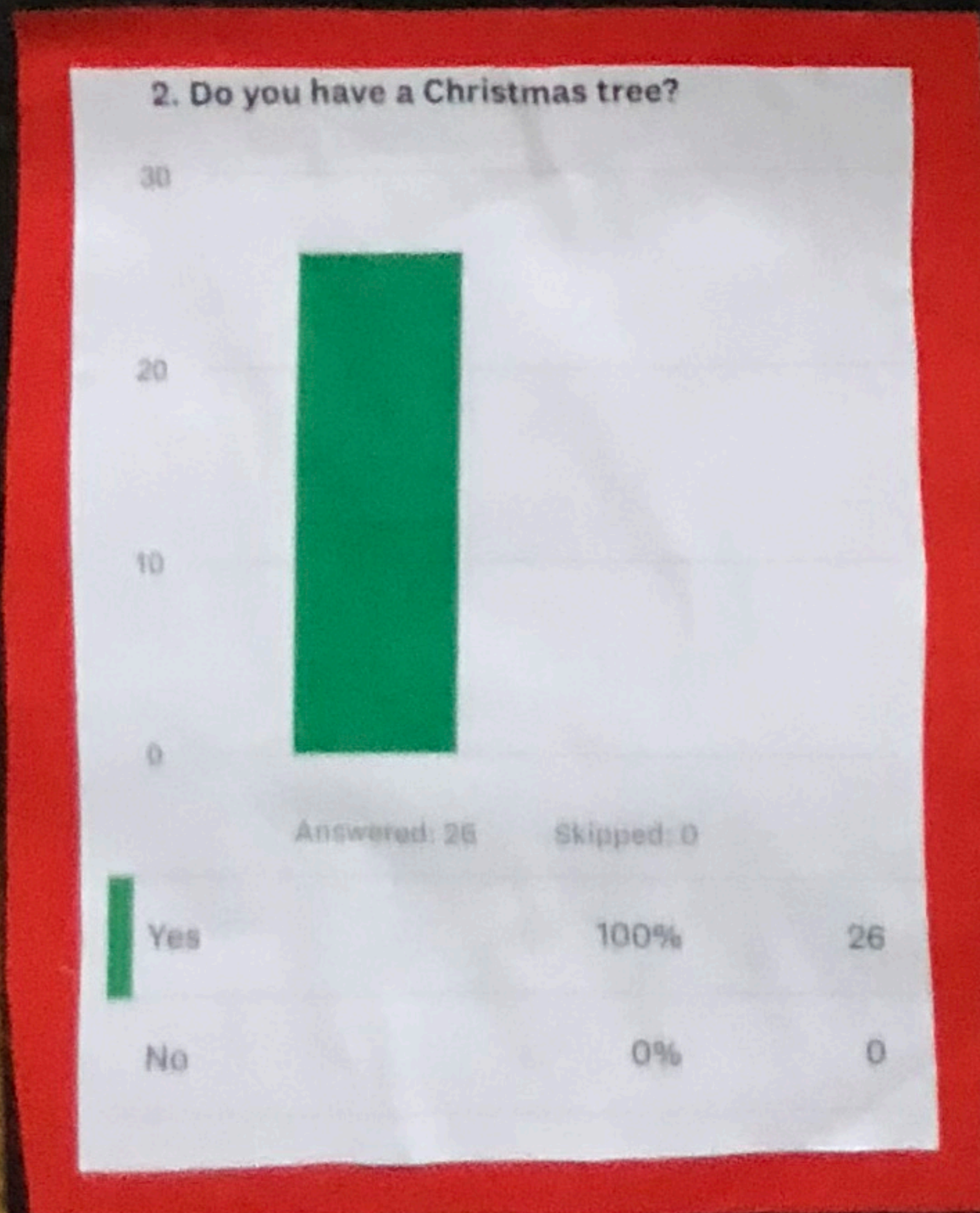
Christmas FAIR



Elegant/Fancy	30.77%	8
Colourful	30.77%	8
Random mix	23.08%	6
Other (please specify)	15.38%	4

4	40.91%	9
8	45.45%	10
12	0%	0
16	13.64%	3

€0-€25	45.83%	11
€26-€50	8.33%	2
€51-€75	8.33%	2
€76-€100	12.5%	3
€101+	25%	6

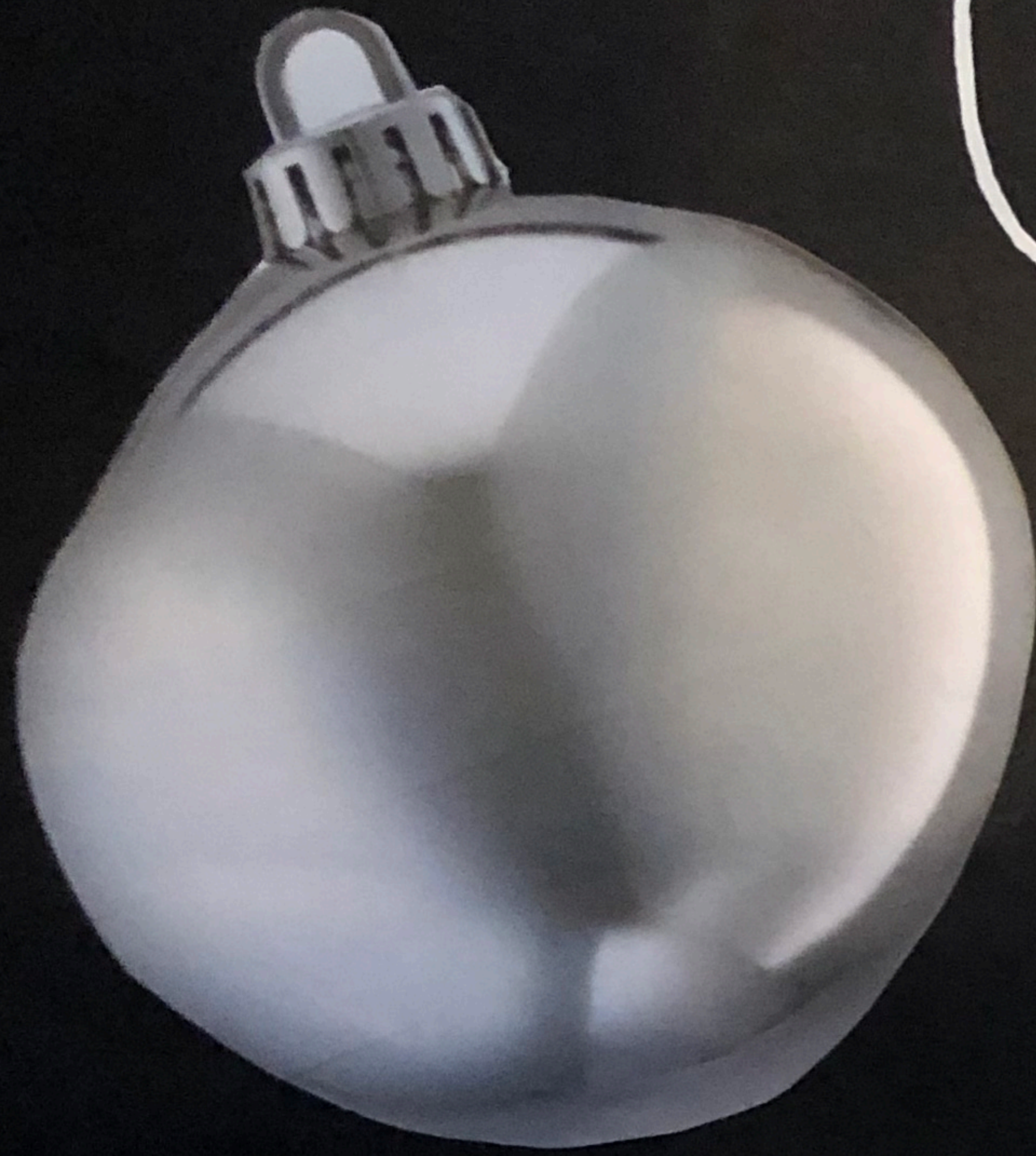


Christmas Lights	88.46%	23
Baubles	57.69%	15
Tinsel	42.31%	11
Wreath	53.85%	14
Other (please specify)	23.08%	6

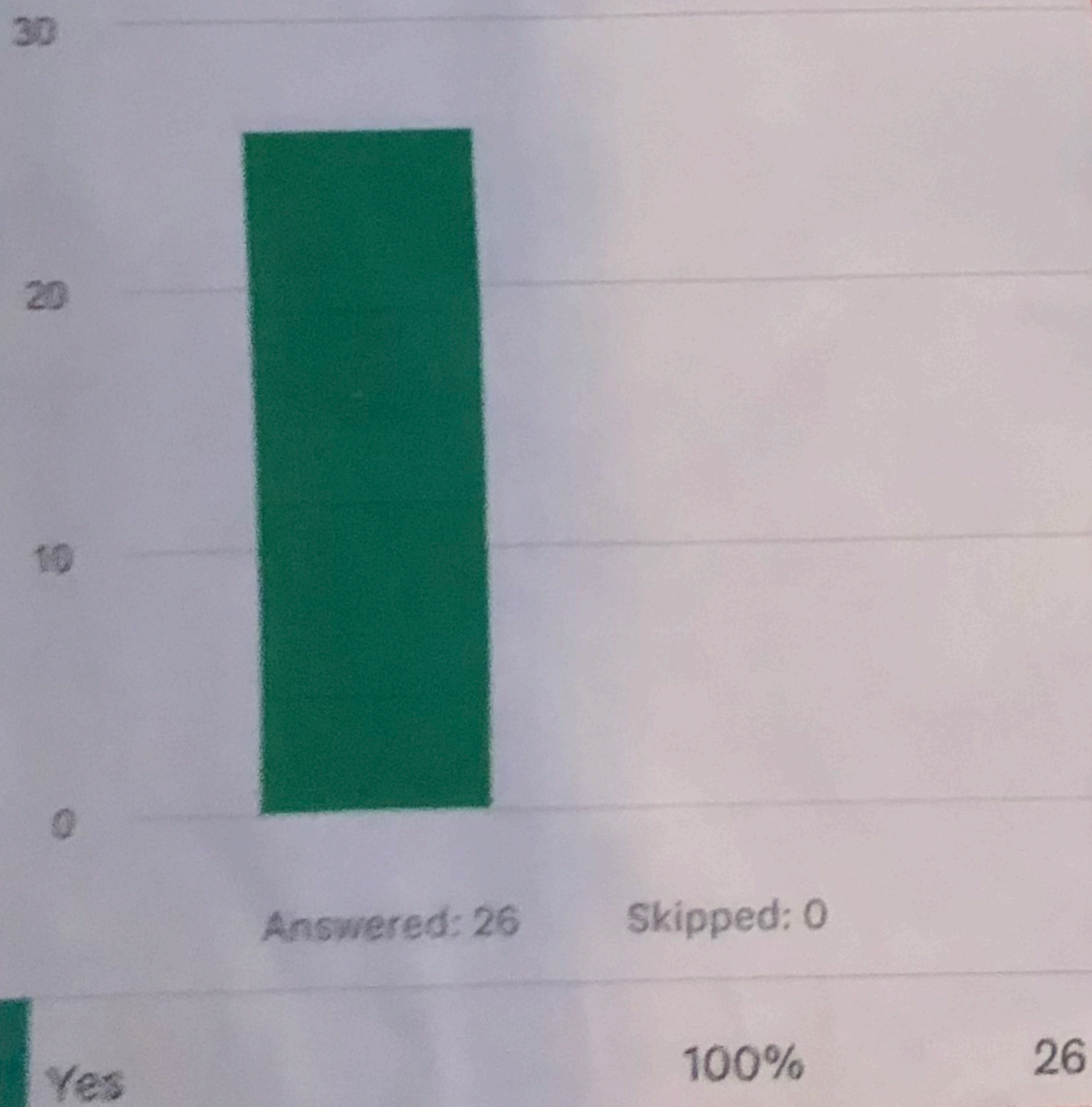
We chose our sample for a variety of reasons. For example, we surveyed mostly 2nd year students, due to that fact that it was very quick, very efficient and we could get truthful answers quite easily. As well as that, their responses were very relevant, since they would be attending the Christmas Fair and make up a solid percentage of the Senior School's population. We made sure to ask a large group of people, to ensure that every answer was unique and so that none of those surveyed would give the same answer.

The survey could've gotten more entries if we spread it around the school but we only did it within our year. The survey got a lot of entries but we defiantly could have done a lot better. The feedback we got was very good and some of the answers were very interesting.

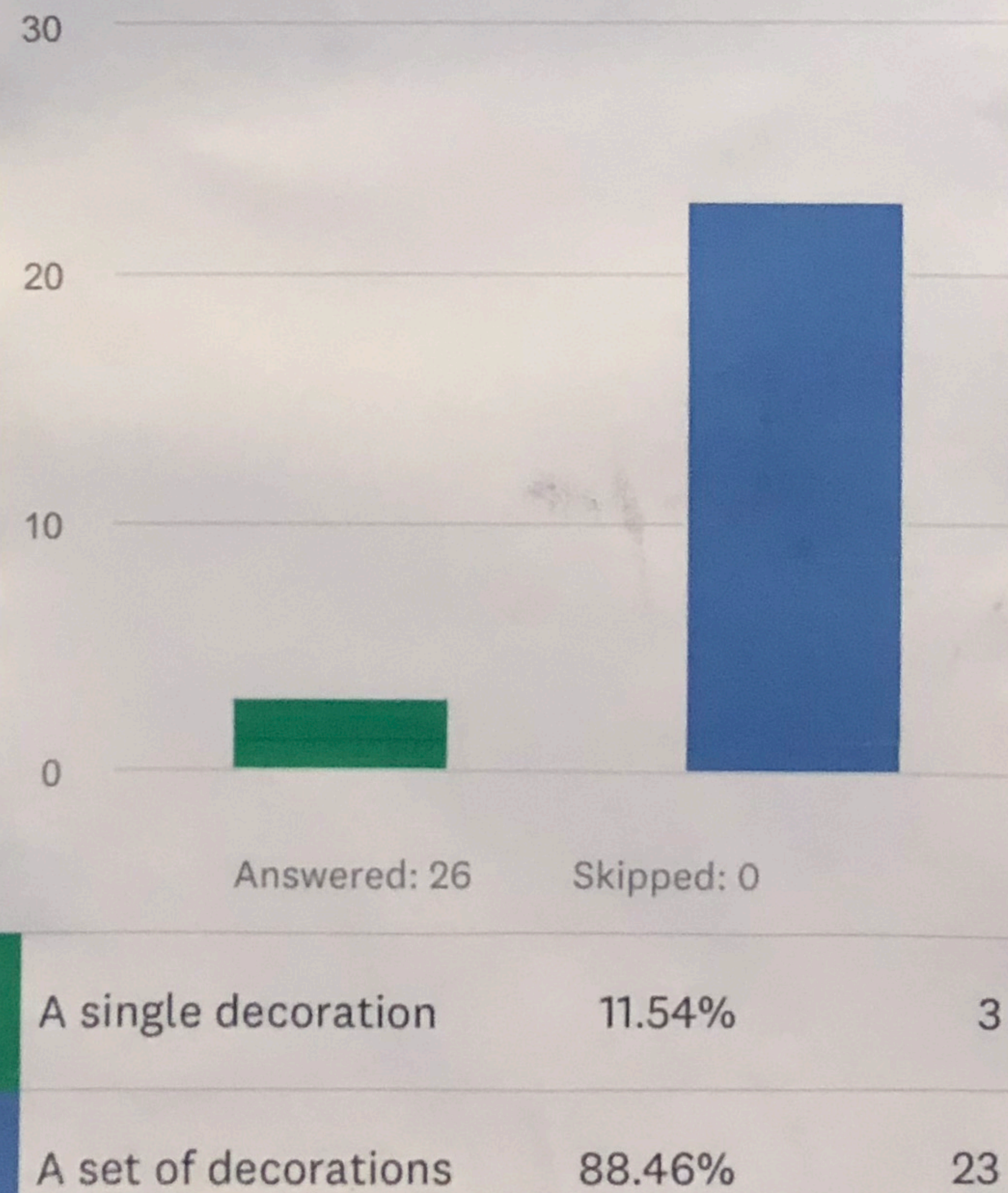
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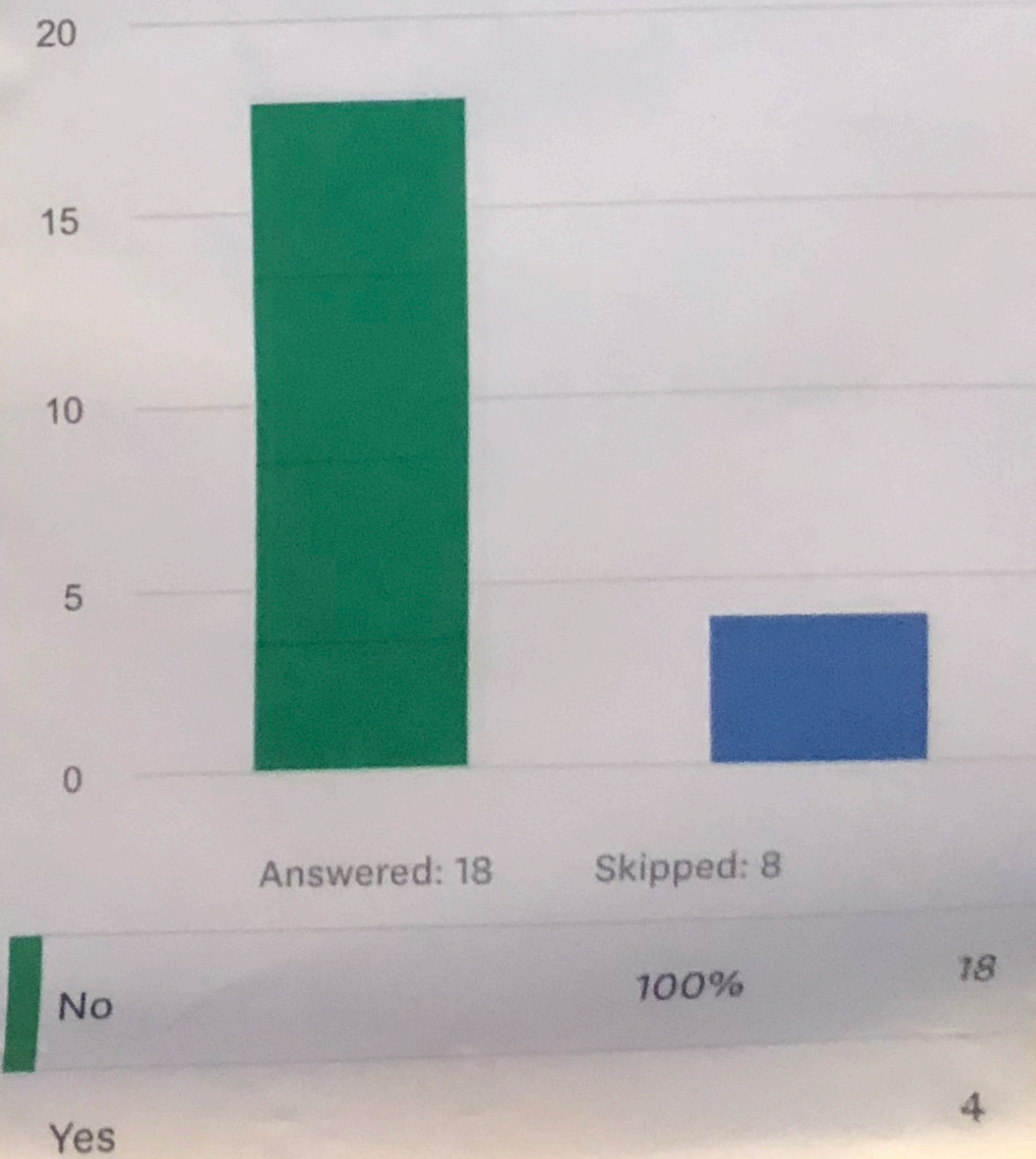
1. Do you celebrate Christmas?

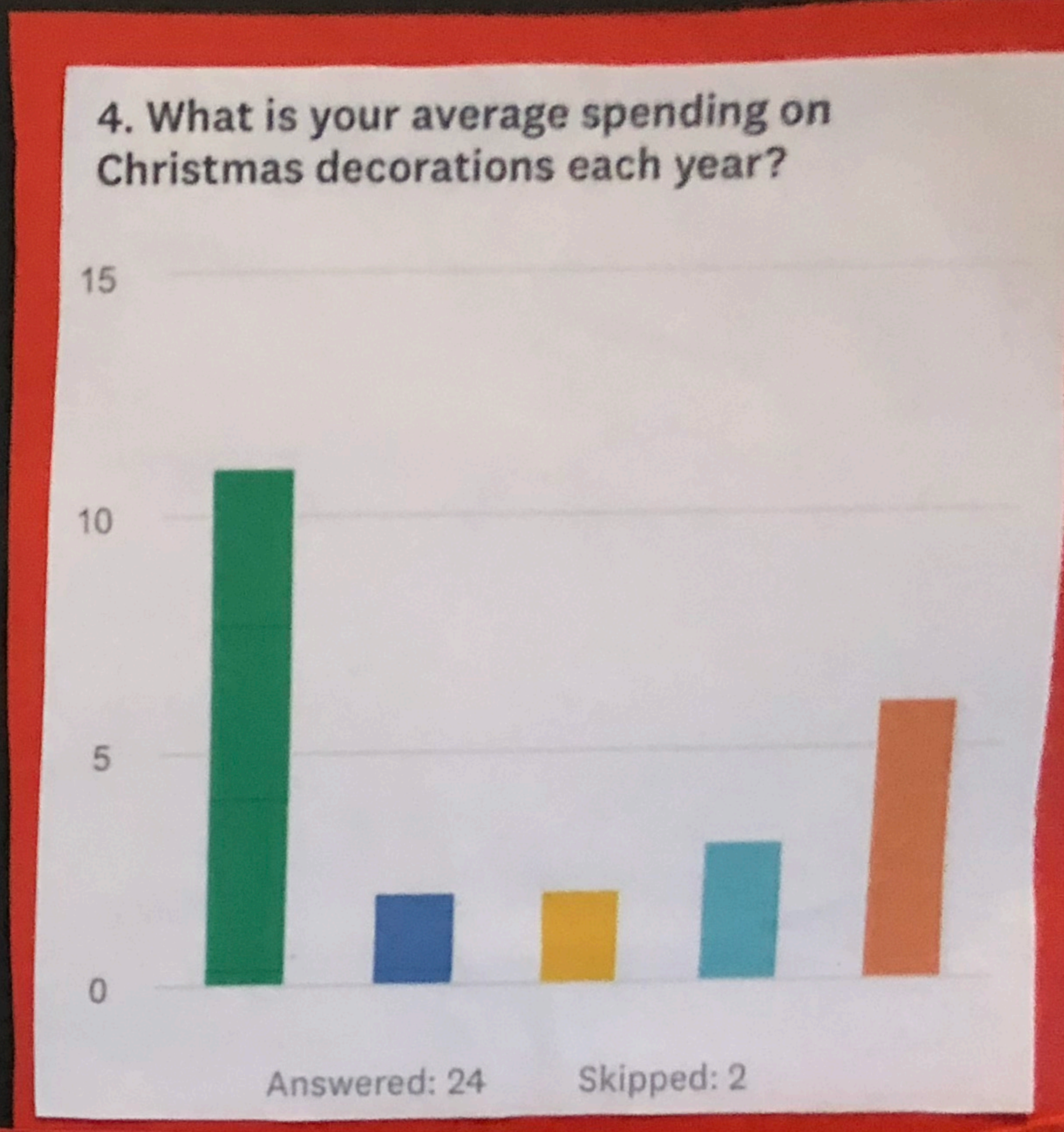
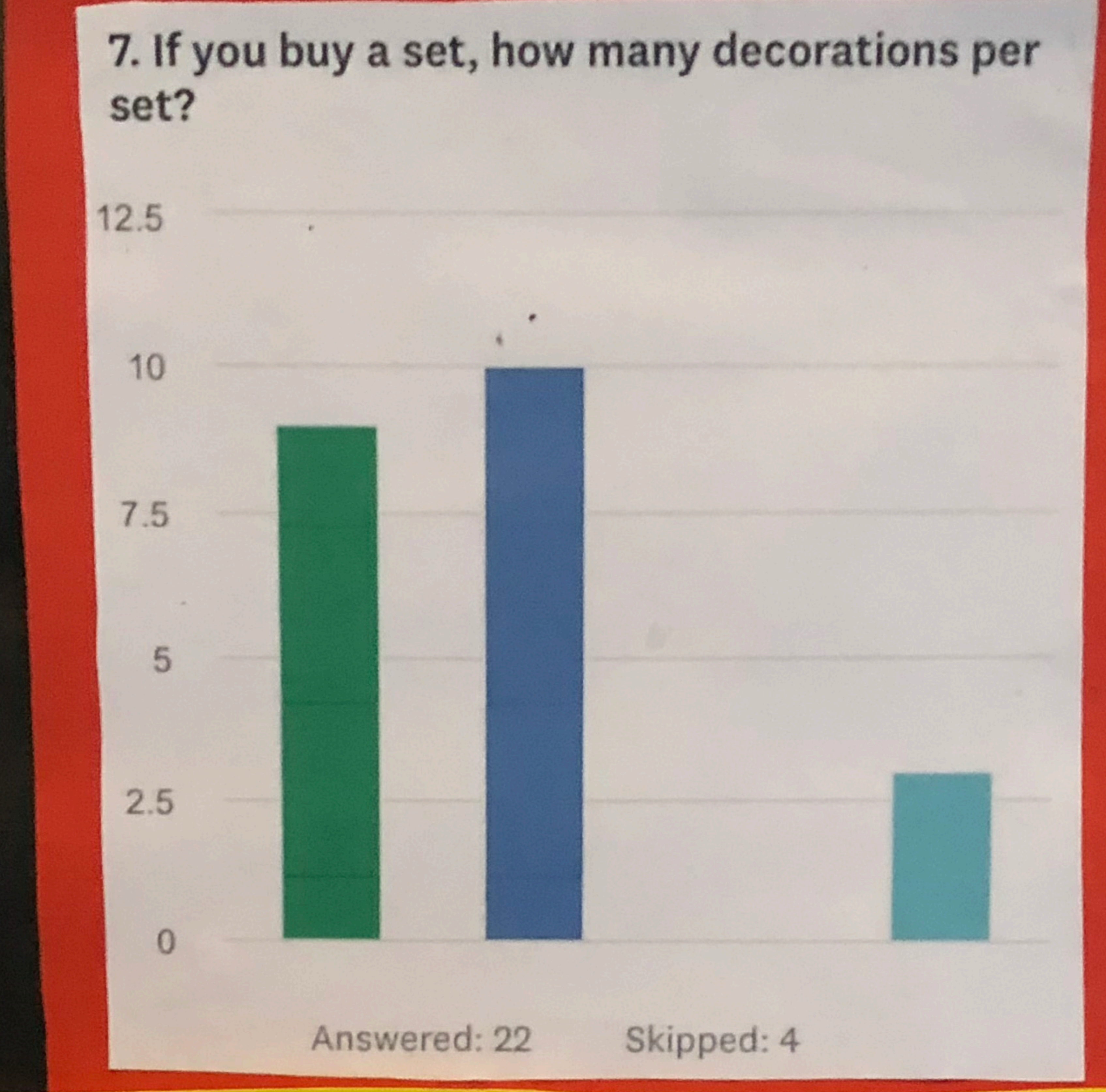
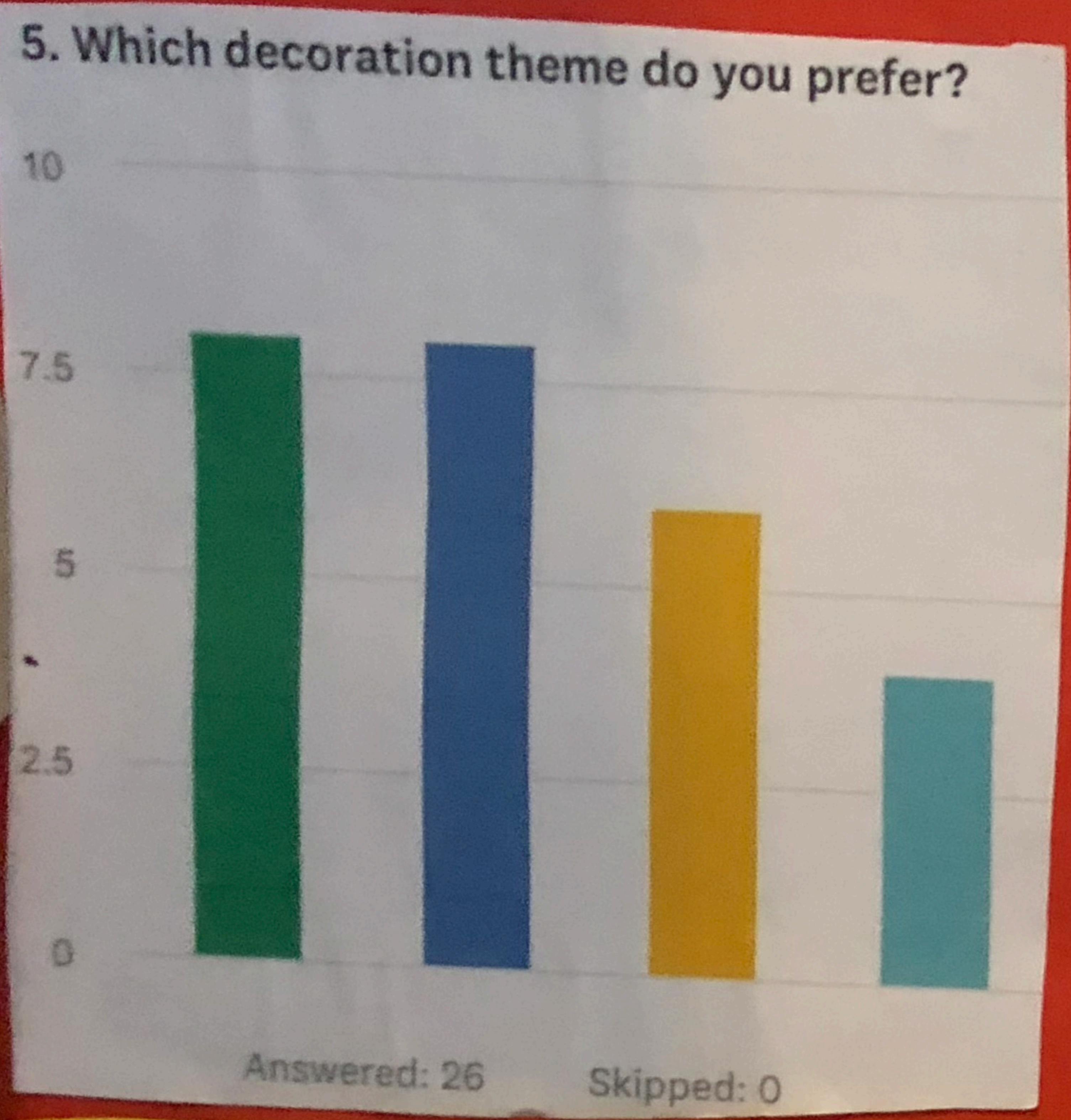


6. Which do you prefer to buy? Note: If you answer (a) please go to question 8.



8. Do you have feedback for this quiz?

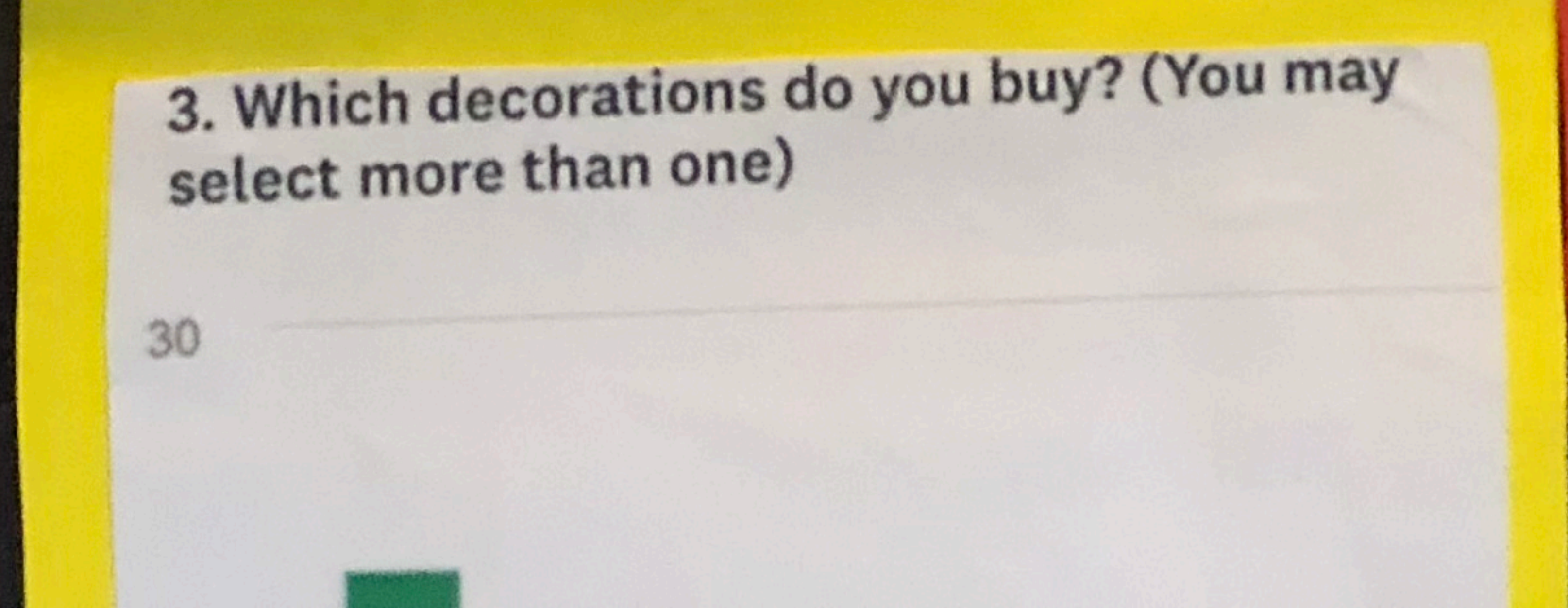
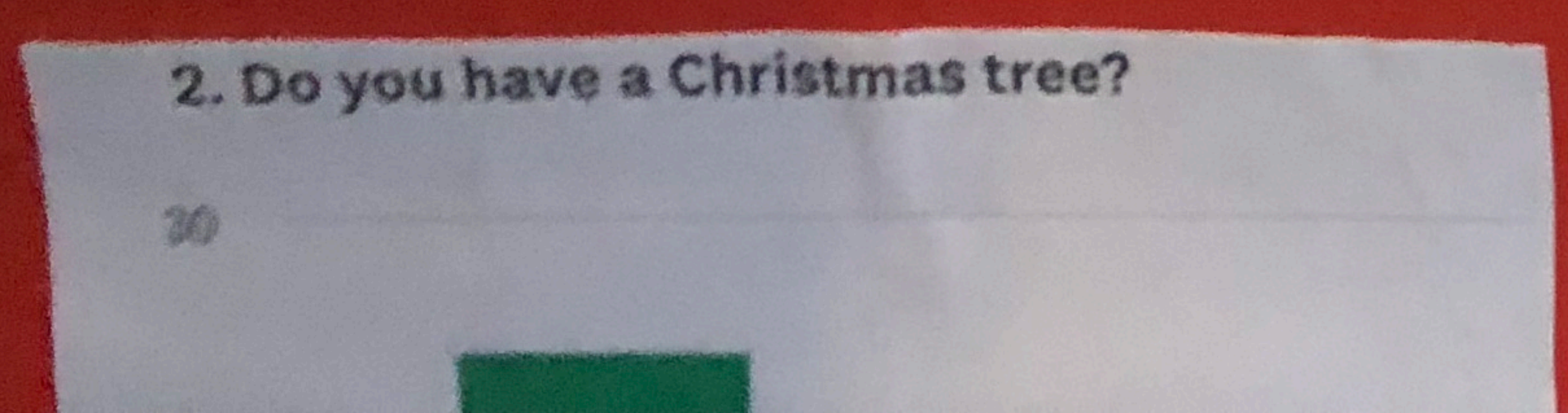




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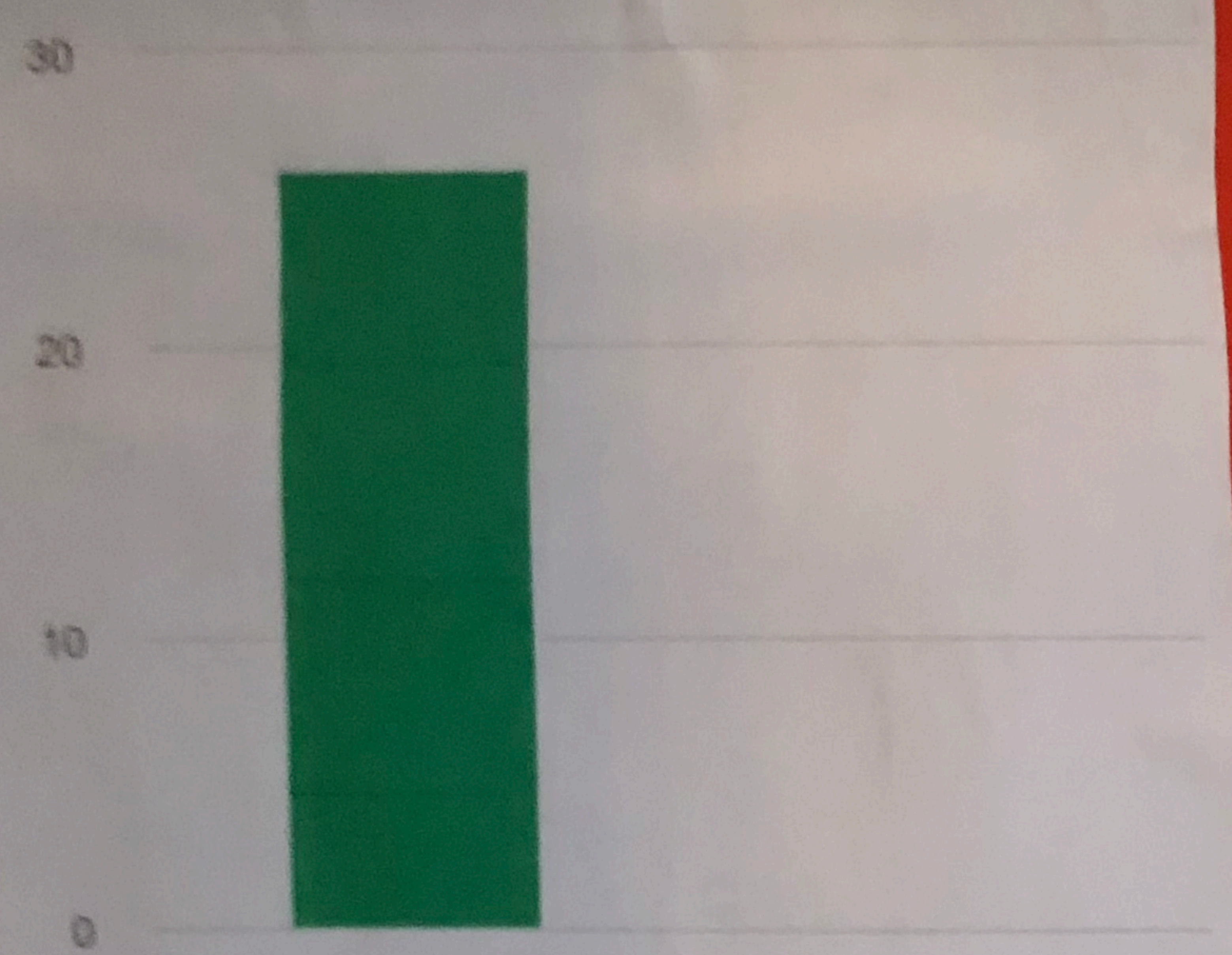


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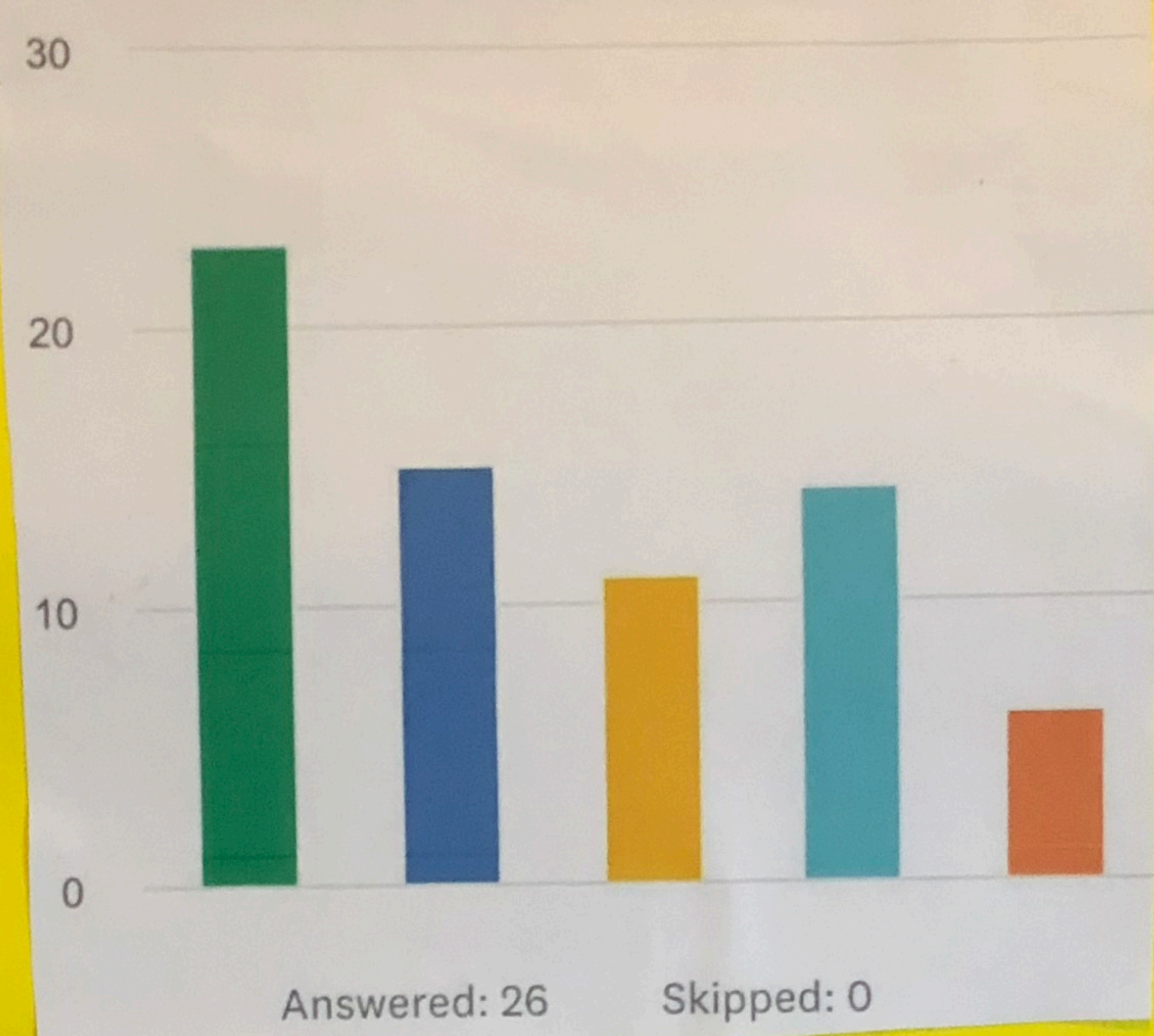
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2. Do you have a Christmas tree?



Yes	100%	26
No	0%	0

3. Which decorations do you buy? (You may select more than one)



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