

2 Market research

Name: _____

Define the term **market research**.

Fill in the blanks.

The _____ of market research is to collect information to help a business make _____. This is because it will have a better understanding of the _____ and the needs of _____. This can therefore inform new _____. This reduces the _____ of failure.

Complete the table below.

Research method	Advantages	Disadvantages
Primary	* * *	* * *
Secondary	* * *	* * *

Choose the most appropriate method	Method	Justification
What was Queen Victoria's favourite sandwich filling?		
Who is the best football team in the Premier League currently?		
What is the favourite make and model of car for teachers in your school?		
How much should you charge for your cupcakes at the Macmillan bake sale?		
What is the most popular phone brand in the UK?		
What theme should you use for the school prom?		

State 3 customer feedback techniques that make use of technology.

- _____
- _____
- _____

Extension: Explain why, for most business start-ups, the amount of market research may be limited.