Junior Cycle Business - First Year



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.

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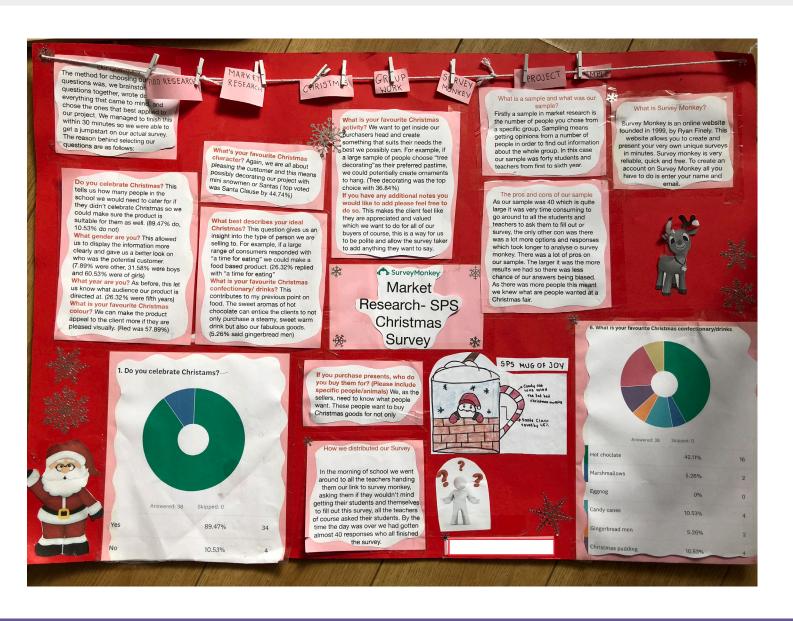


Success Criteria:

- **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



- **SC 1:** The students used a highly effective method of primary research and demonstrated a high level of analysis of their findings. They designed and distributed a survey using Survey Monkey.
- **SC 2:** Results were analysed on the poster where reasons behind selecting each question were outlined and results were highlighted. Analysis was also presented in the 'results & findings' folder in the form of graphs from survey monkey.
- **SC 3:** Letters were given to all teachers requesting them to complete the survey and encouraging them to get their students to complete it too. Students got permission to visit classrooms to ensure the survey was distributed directly to their target market.
- **SC 5:** Sketches of potential products to be sold were drafted and included in 'results & findings' folder.
- **SC 2**: Both open and closed ended questions were used allowing for the collection of both qualitative and quantitative data.
 - **SC 4:** The research sample was identified and there was a high level of analysis and excellent rationale for choosing this sample.
- **SC 5:** Results & findings were presented in a suitable and relevant way, keeping in mind their target market and using a suitable sample size.
- sc 6: Limitations relating to their chosen sample, creation of the survey & distribution of the survey were included with a high level of analysis. A section was also included where students reflected on what they would do differently if they could repeat the project, which made this project a very high standard.



Reflection: Student A

- 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 designed all of the poster, printed majority of coloured/black pictures, Stuck on all information to the poster, Checked half of the test for grammar and spelling erors, Typed 'a of all information, printed test which was seven pieces, handed out link to survey to all teachers and students in school, brainstormed eight of the twelve questions for our survey, executed an account for Survey Monkey, created a large amount of the survey and finally, designed the results folder.

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.

Difficulties: I found it difficult to keep in touch with everyone in my group through texting as not everyone would answer/respond. I also experied difficulty in creating the survey online because it would delete and not save. The last thing I found difficult was distributing our survey to such a large sample as it was very time consuming to go to each class and try to get them to take two minutes to full out

I difficulty on working in a group was not everyone would contribute as much as everyone else. Other then this as a group we worked very well together from start to finish. In working in a good group it made doing the task/project easier and less stressful. We overcame are only difficulty by incovaging and supporting everybody in the group

SC 7: The individual student reflection describes clearly and in detail how the student engaged at an exceptional level in all stages of the project.

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

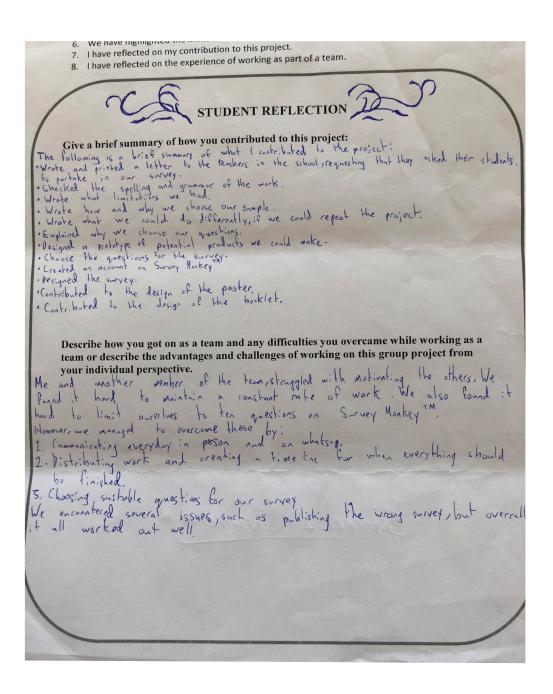


Reflection: Student A

advantages & delieve personally there was many adventages working in a group as everybody did at least one thing, the work load was easier, we stayed on top of everything and we were always up to date on our work Conclusion. In conclusion to my reflection I would give my experience on 8.5/10 stars. I hope to do more tasks in the future of my business studies and be as successful as thus



Reflection: Student B

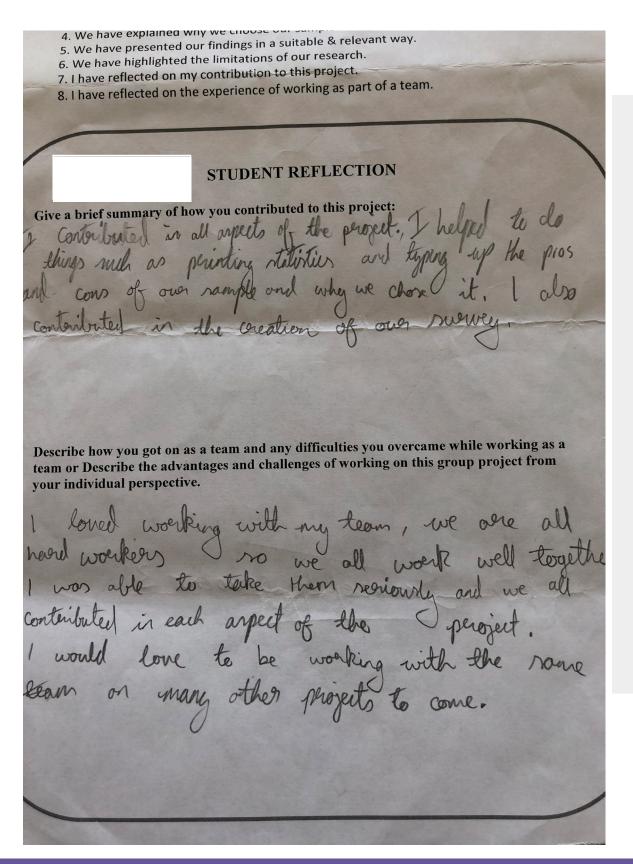


SC 7: The individual student reflection describes clearly and in detail how the student engaged at an exceptional level in all stages of the project.

SC 8: It presents a meaningful reflection on the student's experience of group work. It explains the difficulties experienced throughout the process and how the student overcame these difficulties.



Reflection: Student C



sc 7: The individual student reflection shows how the student engaged at some stages of the project. The reflection on the student's experience is limited.

The student could improve by ensuring there is a clear explanation in individual reflection of where and how the student contributed to all aspects of the project.

SC 8: The student could improve by looking at the challenges or difficulties faced when working as part of a team.

Junior Cycle Business - First Year



Teacher feedback: Overall judgement

Student A

Exceptional:



Student B

Exceptional:



Student C

In line with expectations:



The method for choosing ou FIELD RESEARCH questions was, we brainston questions together, wrote do everything that came to mind, and chose the ones that best applied to our project. We managed to finish this within 30 minutes so we were able to get a jumpstart on our actual survey. The reason behind selecting our questions are as follows:

> Do you celebrate Christmas? This tells us how many people in the school we would need to cater for if they didn't celebrate Christmas so we could make sure the product is suitable for them as well. (89.47% do, 10.53% do not)

What gender are you? This allowed us to display the information more clearly and gave us a better look on who was the potential customer. (7.89% were other, 31.58% were boys and 60.53% were of girls)

What year are you? As before, this let us know what audience our product is directed at. (26.32% were fifth years) What is your favourite Christmas colour? We can make the product appeal to the client more if they are pleased visually. (Red was 57.89%)

MARKE RESEARCH





What is your favourite Christmas

activity? We want to get inside our

something that suits their needs the

best we possibly can. For example, if

a large sample of people choose "tree

decorating"as their preferred pastime,

we could potentially create ornaments

to hang. (Tree decorating was the top

If you have any additional notes you

would like to add please feel free to

do so. This makes the client feel like

buyers of course, this is a way for us

to be polite and allow the survey taker

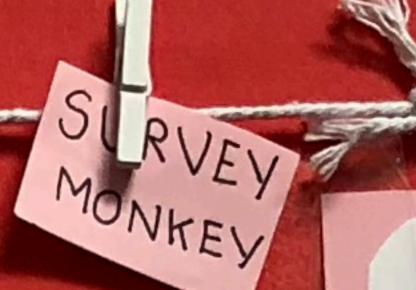
they are appreciated and valued

which we want to do for all of our

to add anything they want to say.

purchasers head and create

choice with 36.84%)



What is a sample and what was our sample?

Firstly a sample in market research is the number of people you chose from a specific group, Sampling means getting opinions from a number of people in order to find out information about the whole group. In this case our sample was forty students and teachers from first to sixth year.

The pros and cons of our sample

As our sample was 40 which is quite large it was very time consuming to go around to all the students and teachers to ask them to fill out or survey, the only other con was there was a lot more options and responses which took longer to analyse o survey monkey. There was a lot of pros on our sample. The larger it was the more results we had so there was less chance of our answers being biased. As there was more people this meant we knew what are people wanted at a Christmas fair.

SPS MUG OF JOY

was voted

Sante Claus

Voted by 45%.

the 2nd best

christmas sweets

What is Survey Monkey?

Survey Monkey is an online website founded in 1999, by Ryan Finely. This website allows you to create and present your very own unique surveys in minutes. Survey monkey is very reliable, quick and free. To create an account on Survey Monkey all you have to do is enter your name and



What's your favourite Christmas character? Again, we are all about pleasing the customer and this means possibly decorating our project with mini snowmen or Santas (top voted was Santa Clause by 44.74%)

What best describes your ideal Christmas? This question gives us an insight into the type of person we are selling to. For example, if a large range of consumers responded with "a time for eating" we could make a food based product. (26.32% replied with "a time for eating"

What is your favourite Christmas confectionary/ drinks? This contributes to my previous point on food. The sweet aromas of hot chocolate can entice the clients to not only purchase a steamy, sweet warm drink but also our fabulous goods. (5.26% said gingerbread men)

SurveyMonkey

Market Research-SPS Christmas Survey

6. What is your favourite Christmas confectionary/drinks



Answered: 38	Skipped: 0
	ONIDUCU. U

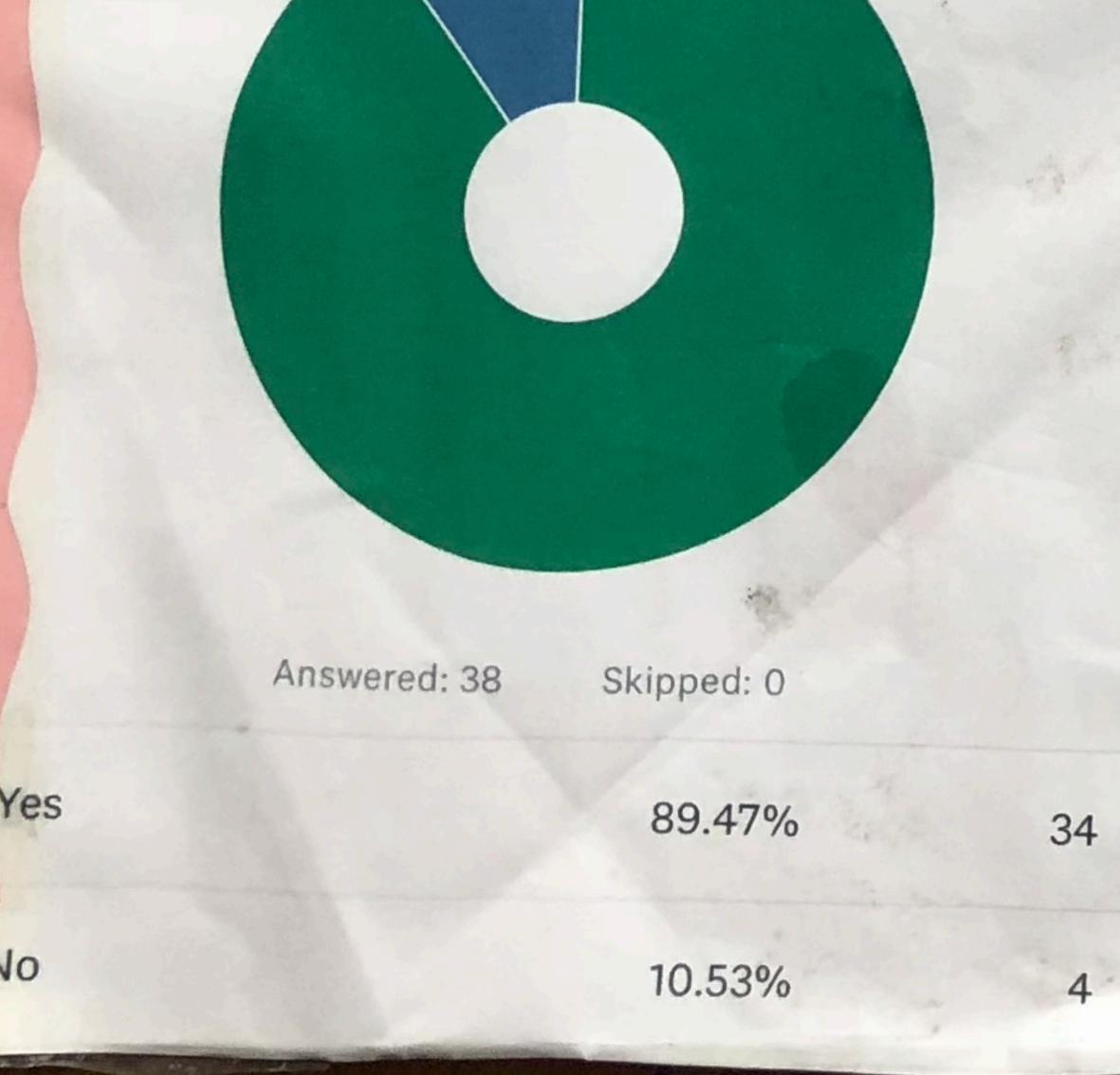
Hot choclate	42.11%	16
Marshmallows	5.26%	2
Eggnog	0%	0
Candy canes	10.53%	4
Gingerbread men	5.26%	2
Christmas pudding	10.53%	4

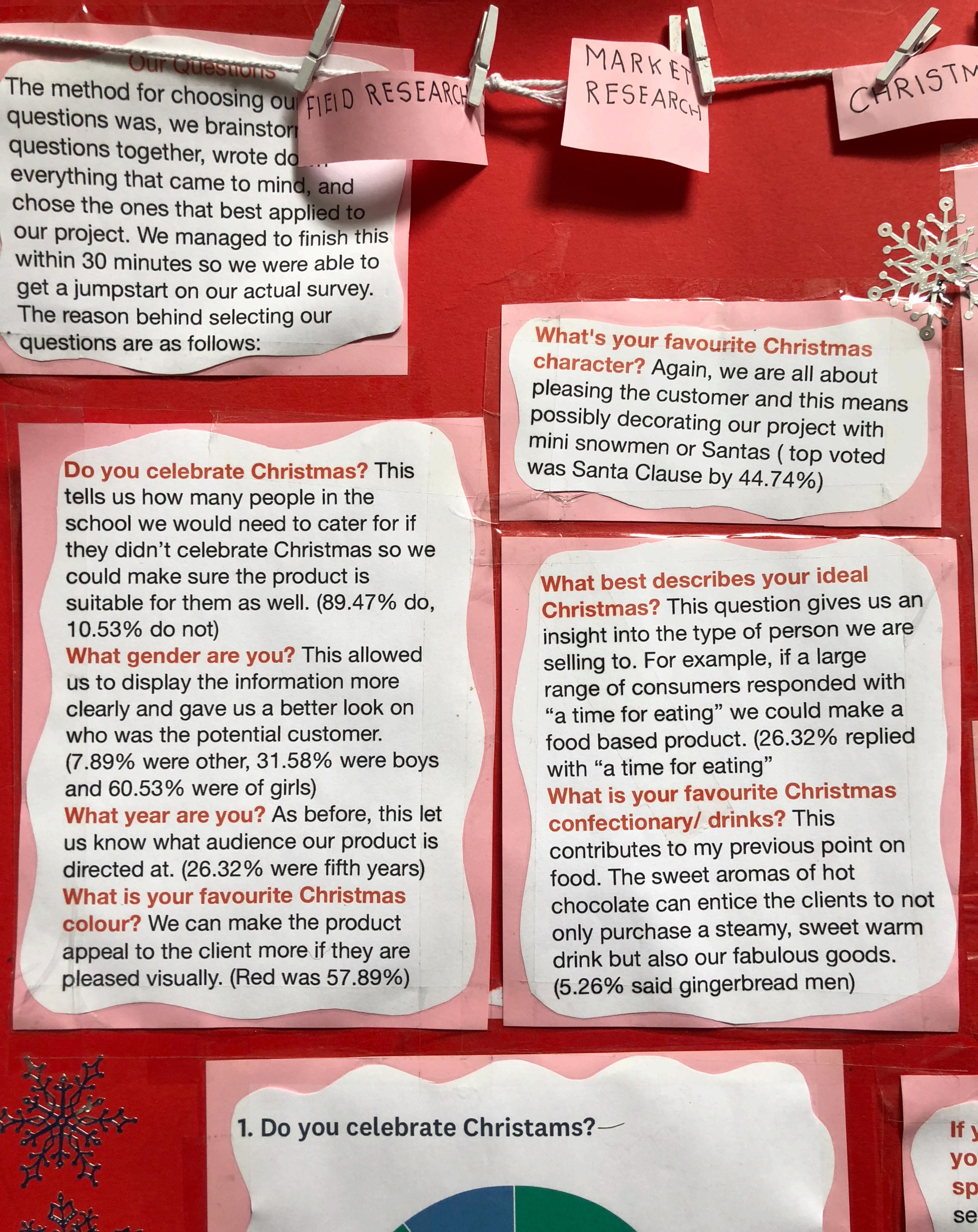
1. Do you celebrate Christams? If you purchase presents, who do you buy them for? (Please include specific people/animals) We, as the sellers, need to know what people want. These people want to buy Christmas goods for not only

How we distributed our Survey

In the morning of school we went around to all the teachers handing them our link to survey monkey, asking them if they wouldn't mind getting their students and themselves to fill out this survey, all the teachers of course asked their students. By the time the day was over we had gotten almost 40 responses who all finished the survey.







What is your favourite Christmas

activity? We want to get inside our burchasers head and create

something that suits their needs the

best we possibly can. For example, if

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to hang. (Tree decorating was the top

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MONKEY

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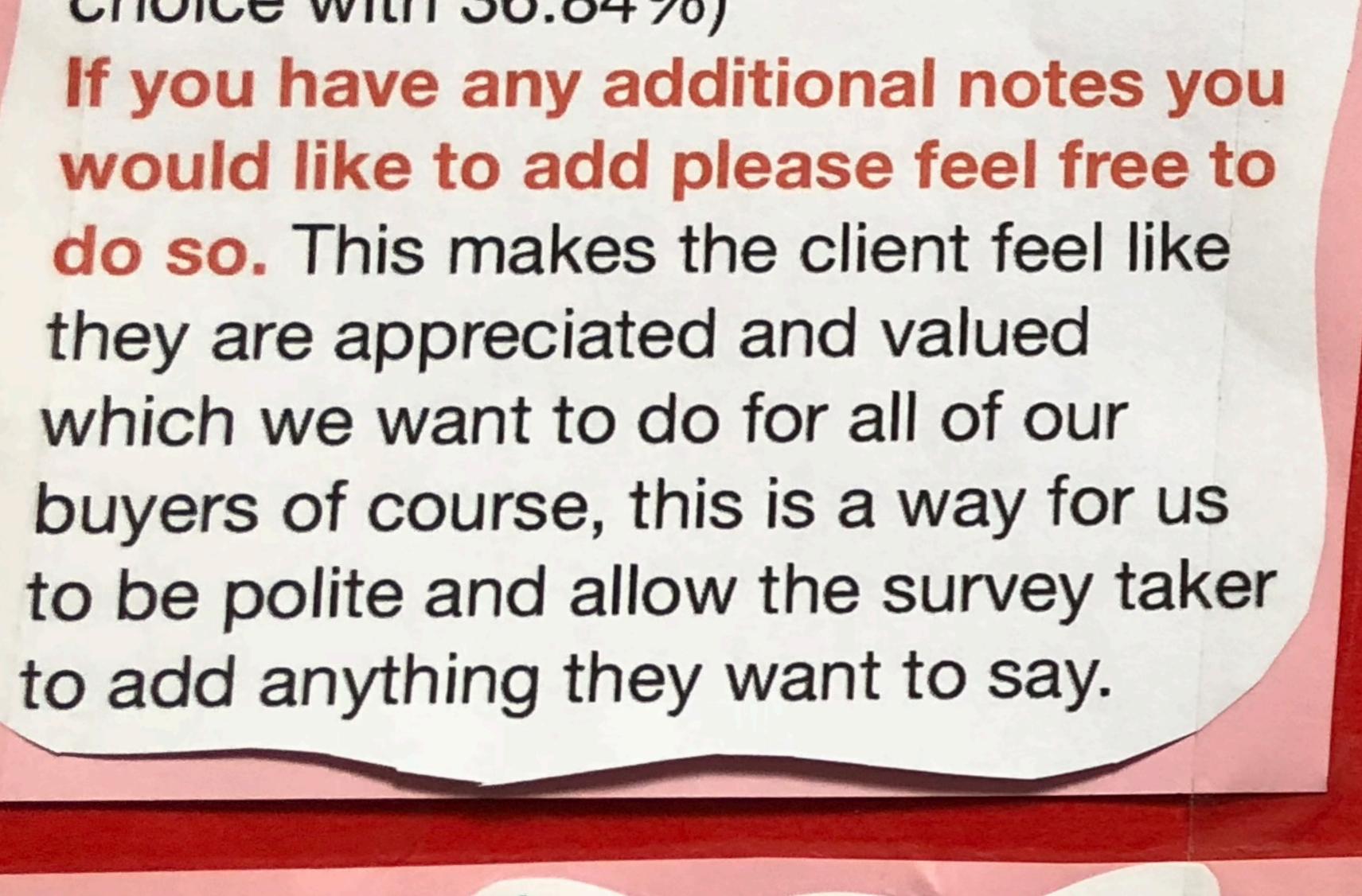
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The pros and cons of our sample

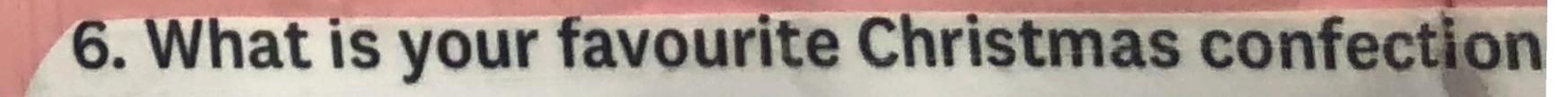
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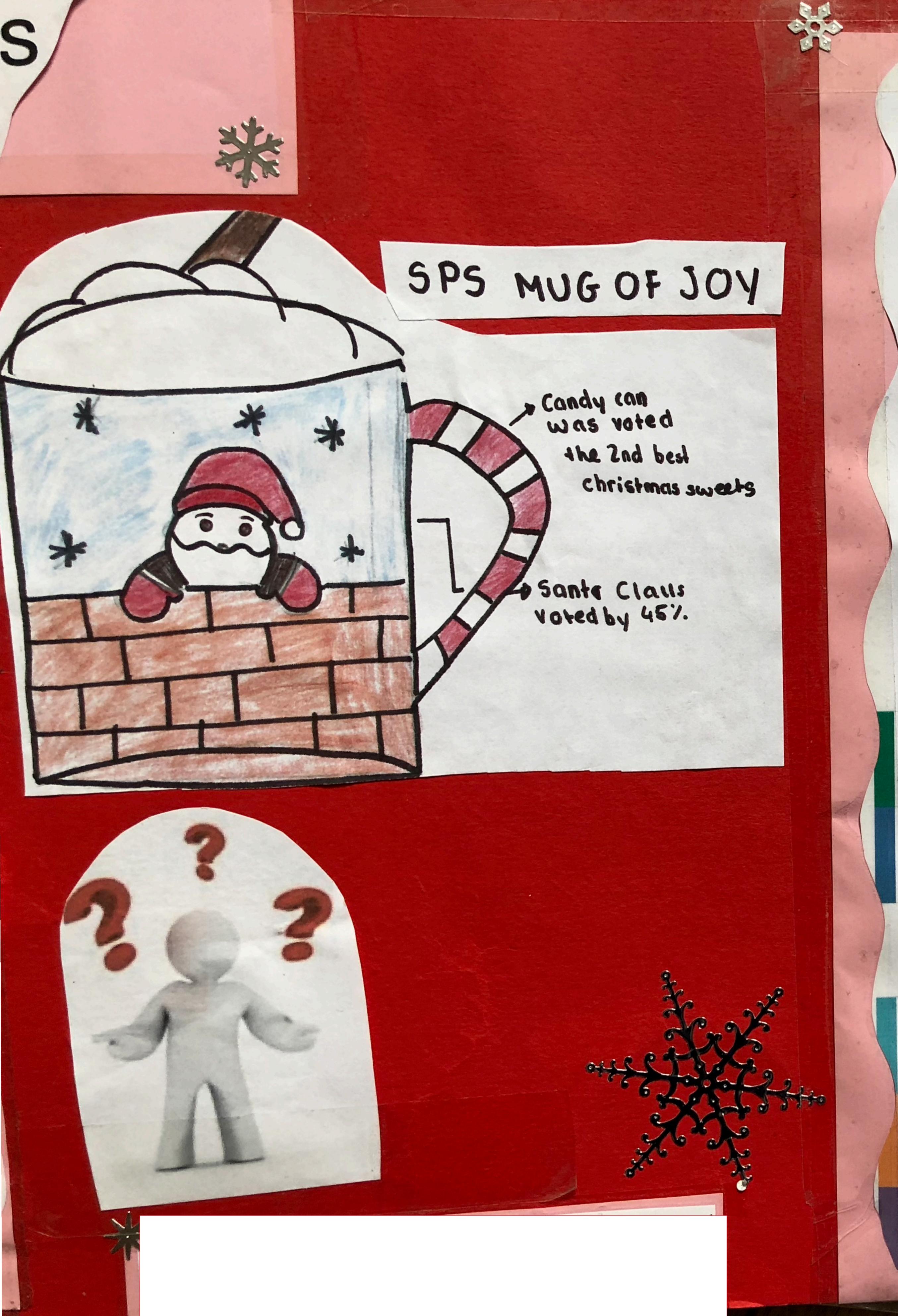


Survey Monkey

Market Research-SPS Christmas







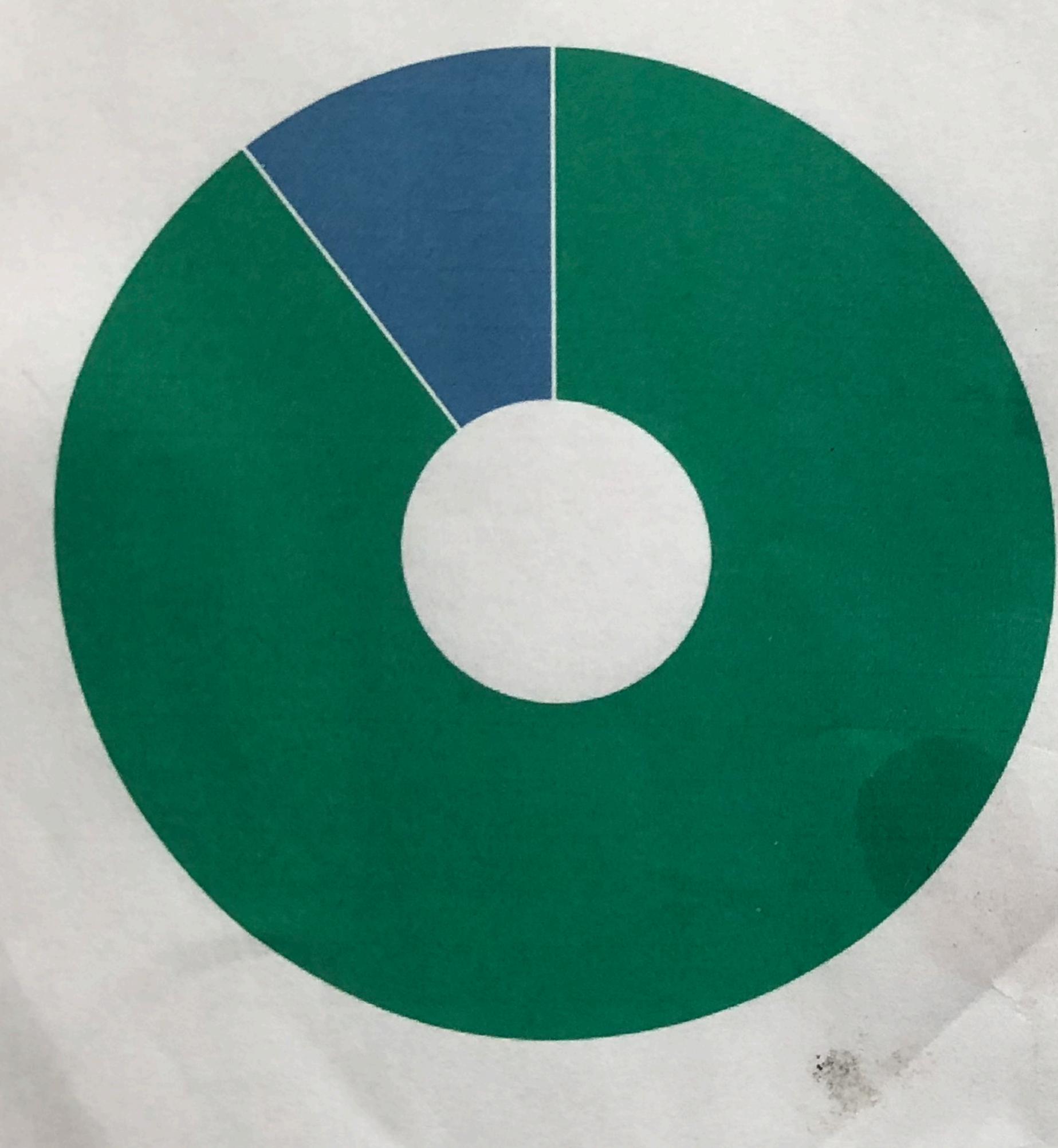
6. What is your favourite Christmas confectionary/drinks



Answered: 38	Skipped: 0
Answered: 30	Skipped. U

Hot choclate	42.11%	16
Marshmallows	5.26%	2
Eggnog	0%	0
Candy canes	10.53%	4
Gingerbread men	5.26%	2
Christmas pudding	10.53%	4

1. Do you celebrate Christams?



Answered: 38 Skipped: 0

Yes 89.47% 34

No 10.53%

If you purchase presents, who do you buy them for? (Please include specific people/animals) We, as the sellers, need to know what people want. These people want to buy Christmas goods for not only

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Limitations

We struggled in creating the survey itself. Our completed survey deleted twice and once we finally finished it we discovered you could only have ten questions and one hundred survey takers. We had to restart it but in the end we got there successfully.

When we passed out the letter to the teachers, we found that people weren't as willing to take the survey as we had hoped but did manage to get 38 people in total who completed it.

If we had more time allotted for the project to be done in, we possibly could have made a real life version of our product or got more people to take the survey but we did get sizable amount finished within a week.

What would we do differently if we could repeat it?

We would spell check our survey, as there were a few mistakes because unfortunately the wrong survey was posted, but it didn't affect the project drastically.

We would spread out the work more evenly, as we finished a small amount of segments of the project last minute and some people had a substantial amount more work than others.

Present the project more neatly, possibly create a brochure on our project.

Create a physical version of our product.

How and why we choose our sample?

Why?

We choose our sample because the hypothetical fair is directed at students and teachers. We wanted to get a wide range of opinions so gave it to all the years, teachers and staff.

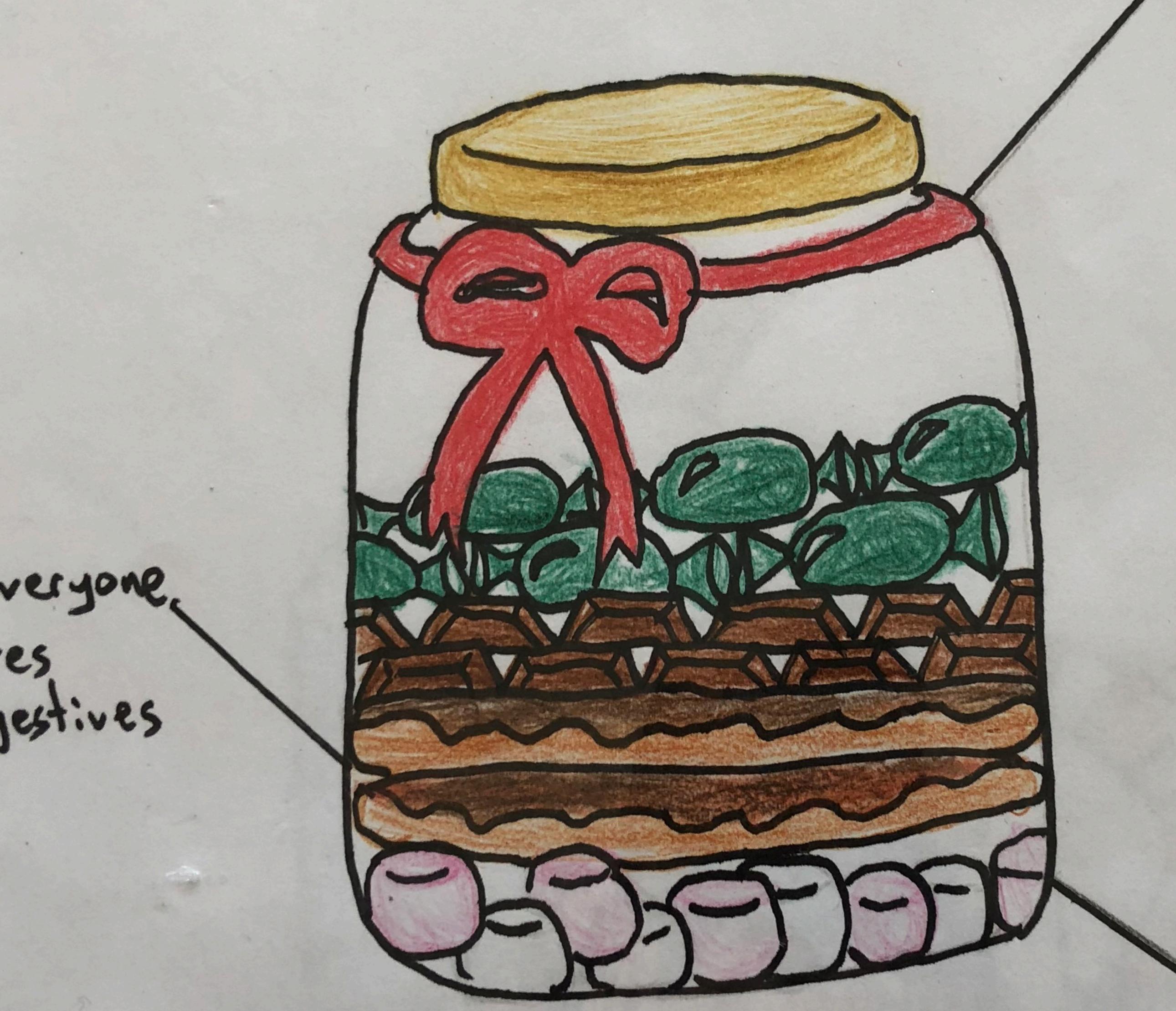
How?

We wrote a letter and left it on all the teacher's desks, requesting for them to take it and to give it to their students. A copy of this letter will be provided on the next page. The method for choosing our simple was, we brainstormed a few questions together, wrote down everything that came to mind, and chose the ones that best applied to our project. We managed to finish this within 30 minutes so we were able to get a jumpstart on our actual survey.

The reason behind selecting our questions are as follows:

Hot Chocolate Jar

Hot chocolate is the most popular drink

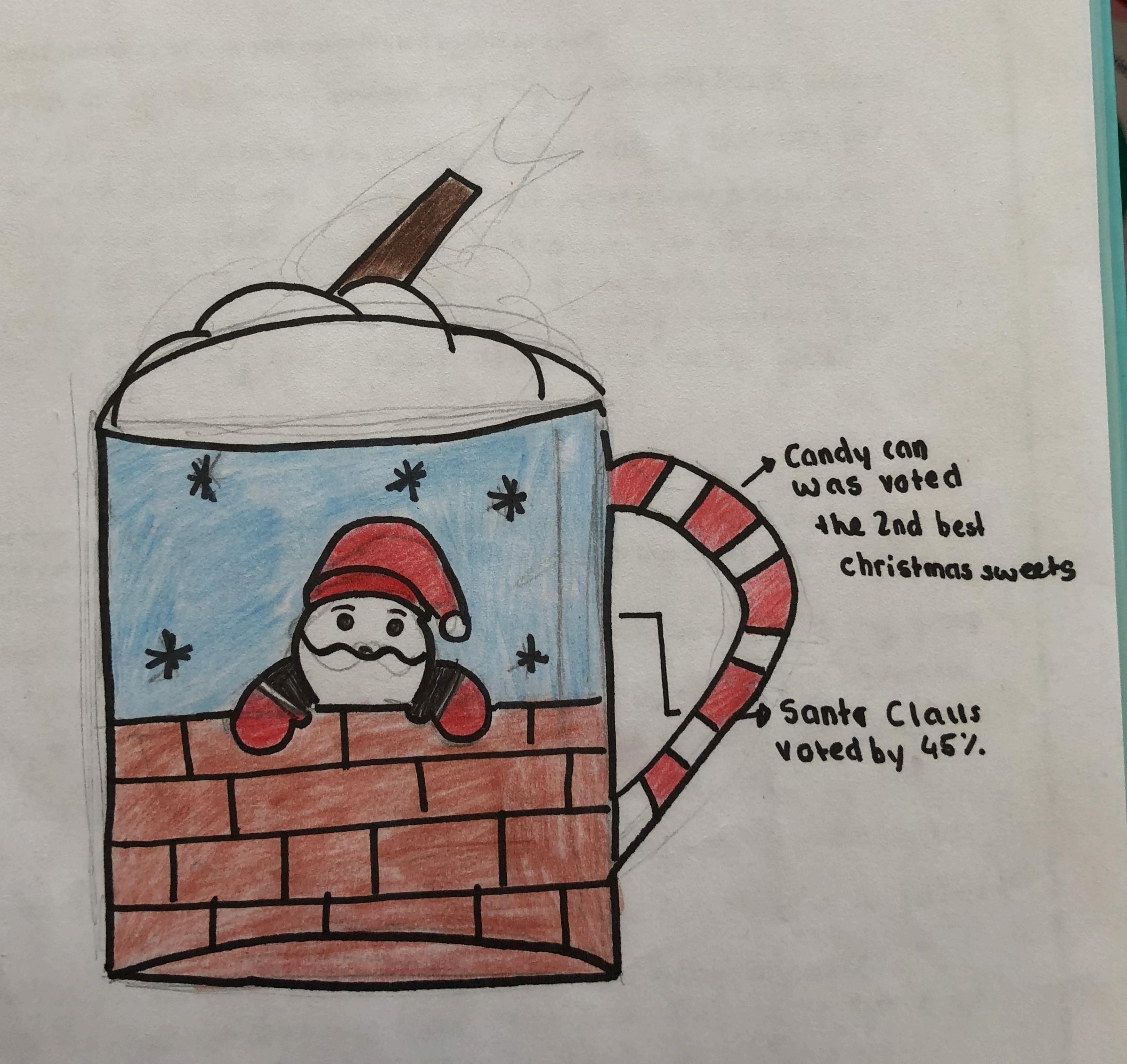


red: 58% of people choose this as their favourite Christmas colour

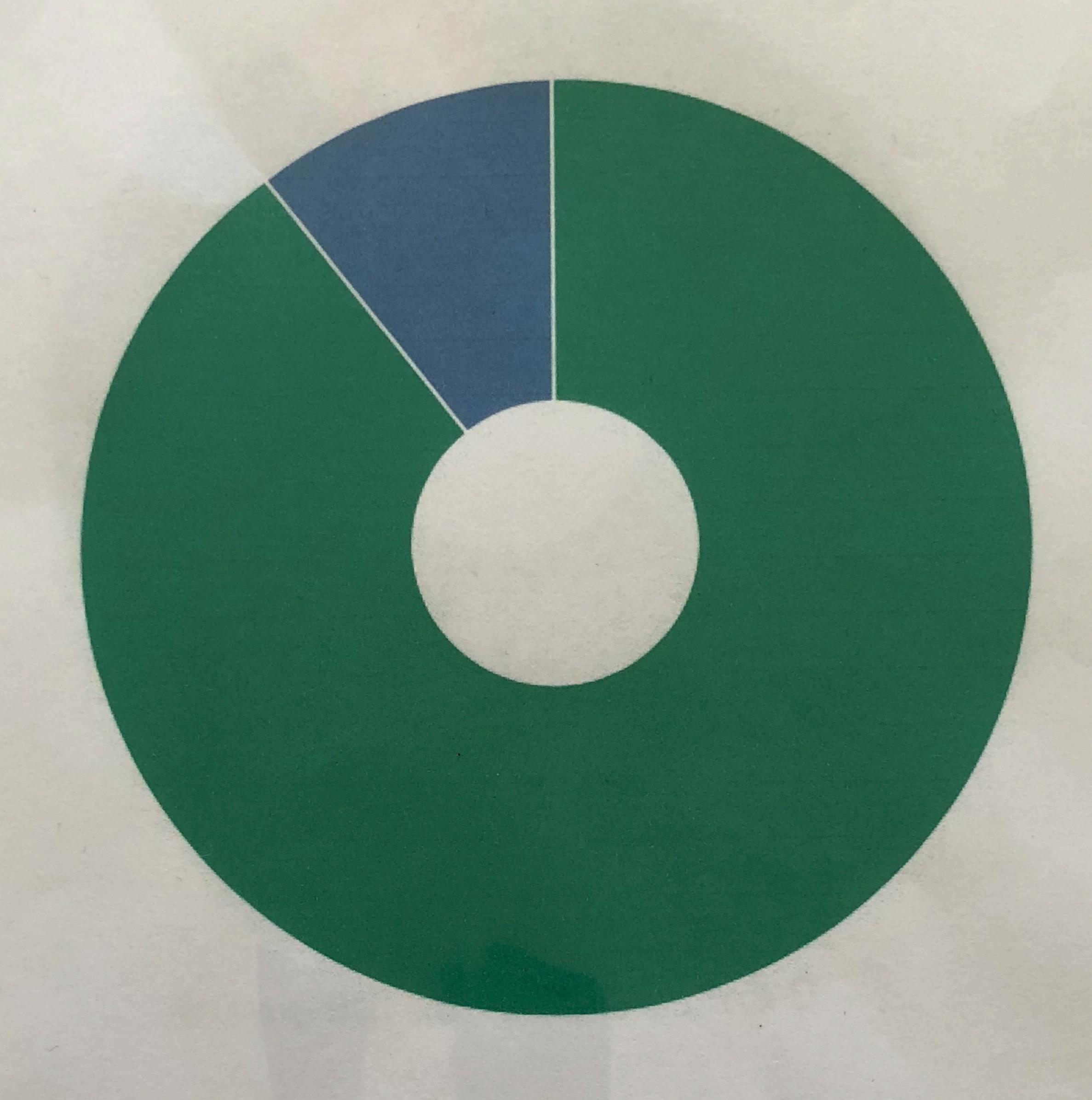
Marshmallows were
the second most
popular confediment

SPS MUGOFJOY

created



1. Do you celebrate Christams?



Answered: 38

Skipped: 0

Yes 89.47% 34

No 10.53% 4

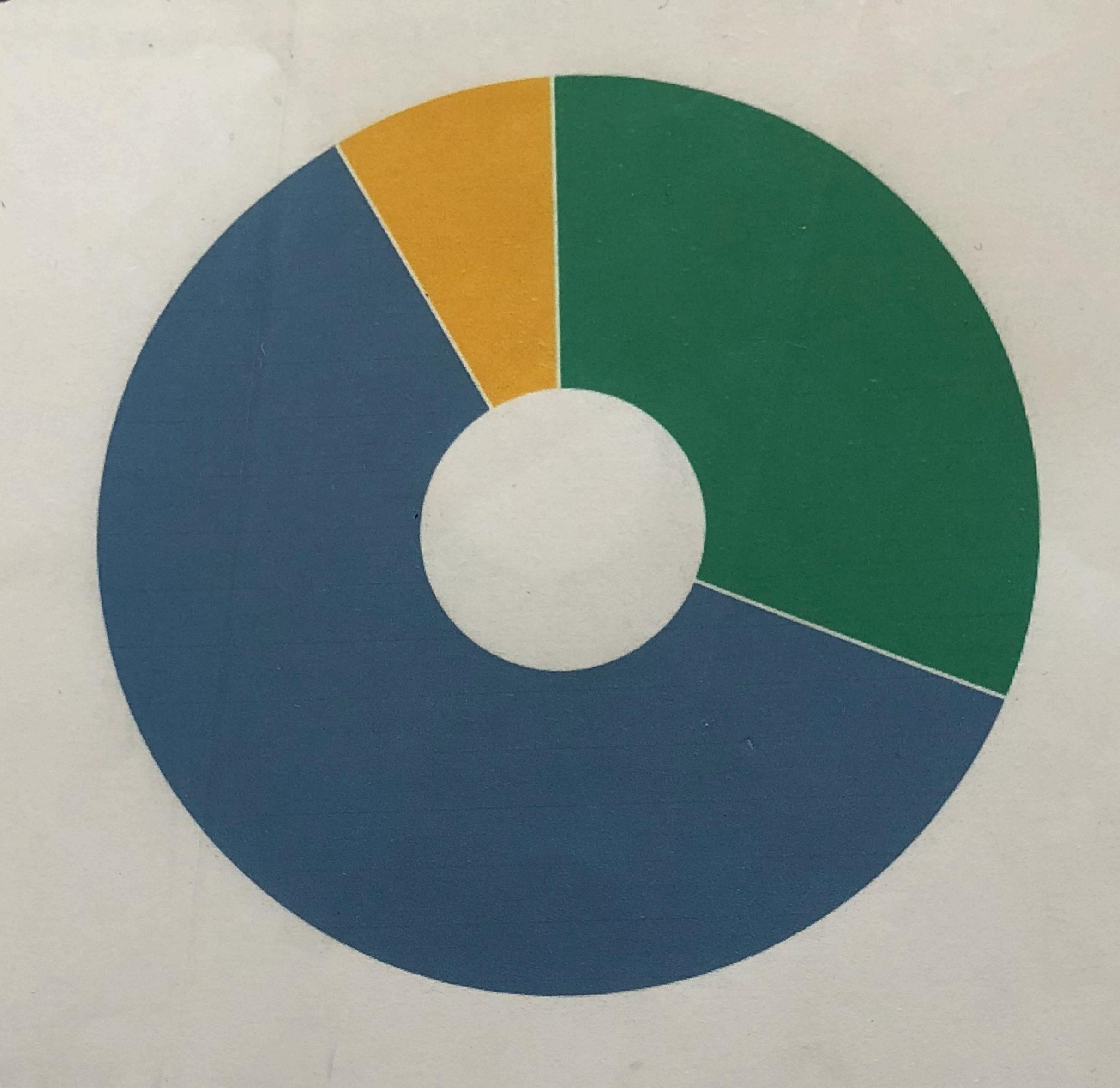
O'UR RESULTS AND FINDINGS

Quattro Colori

MERRY CHRISTMAS



2. What gender are you?



Answered: 38

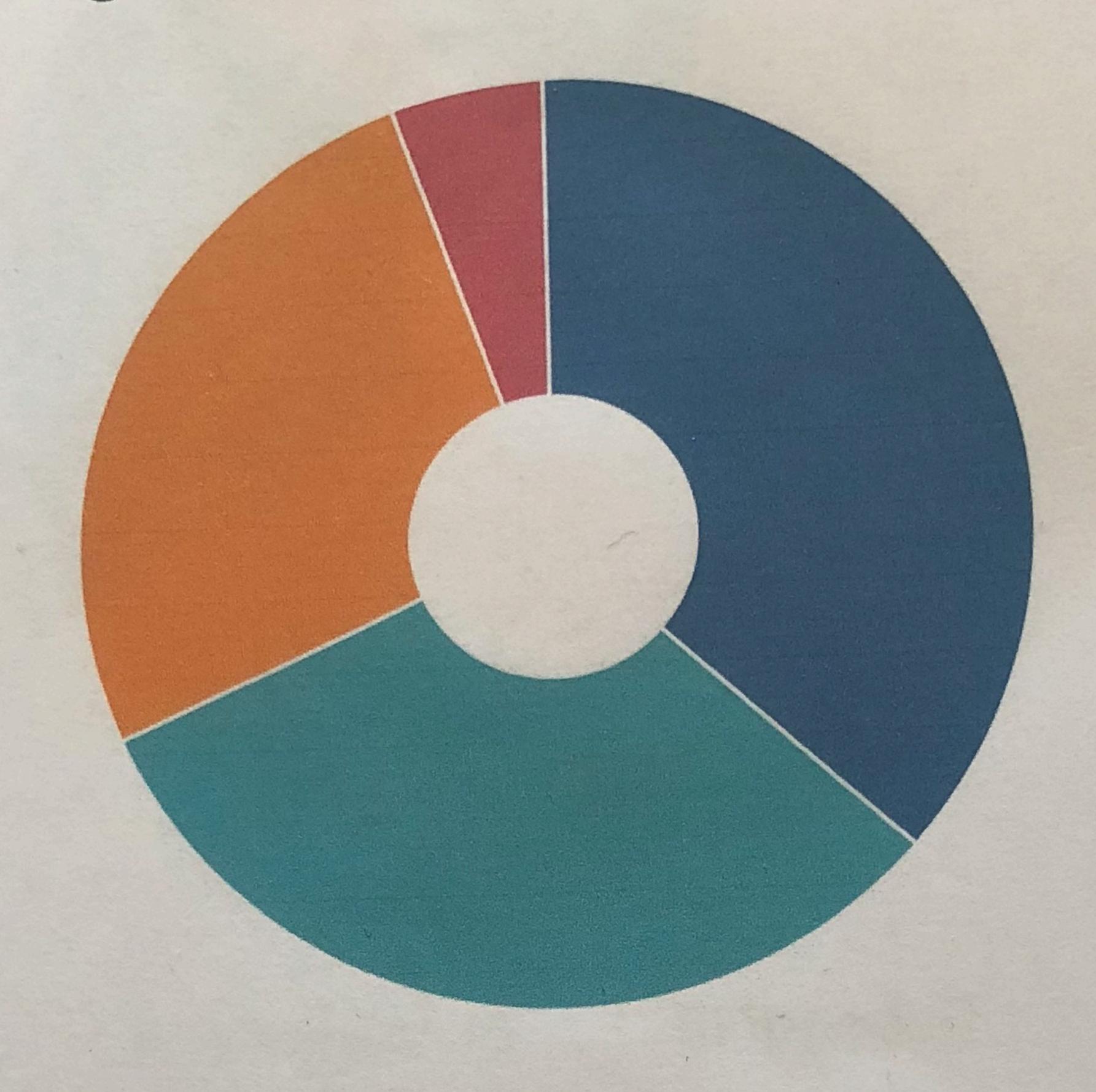
Boy	31.58%	12
Girl	60.53%	23
Other	7.89%	3



Analyze



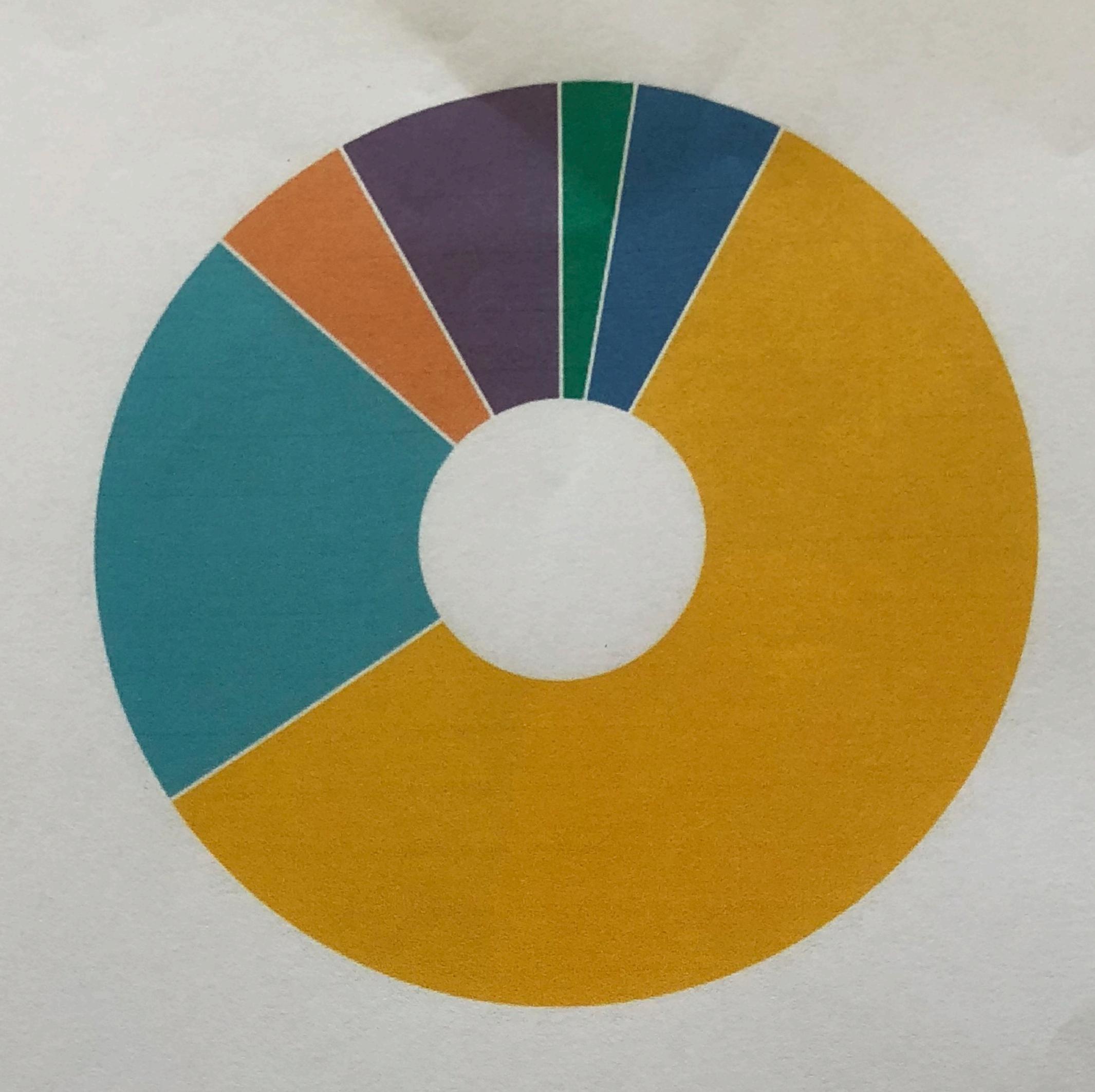
3. What year group are you in?



Answered: 38

First year	0%	0
Second year	36.84%	14
Third year	0%	0
Fourth year	31.58%	12
Fifth year	26.32%	10
Sixth year	0%	0
Teacher	5.26%	2

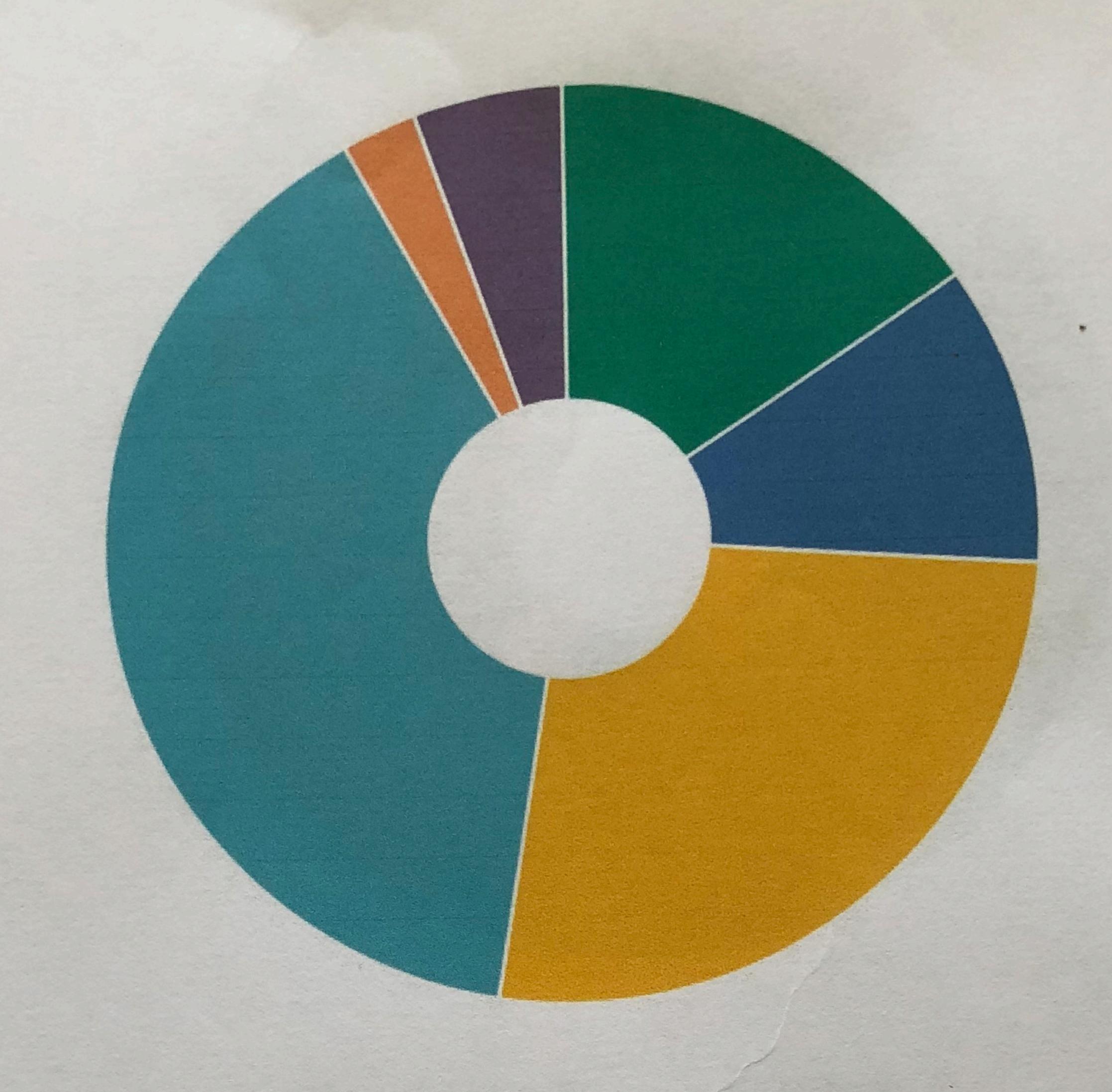
4. What is your favourite Christams colour?



Answered: 38

Green	2.63%	
White	5.26%	2
Red	57.89%	22
Gold	21.05%	8
Silver	5.26%	2
Other (please specify)	7.89%	3

5. What best describes your ideal Christmas?



Answe		20
ANCIMA	ron	· 4×
MISVVC	ICU	. 00

Skipped: 0

A time for giving	15.79%	6
A time for receiving	10.53%	4
A time for eating	26.32%	10
A time for family	39.47%	15
A time for praying	2.63%	1
Other (please specify)	5.26%	2

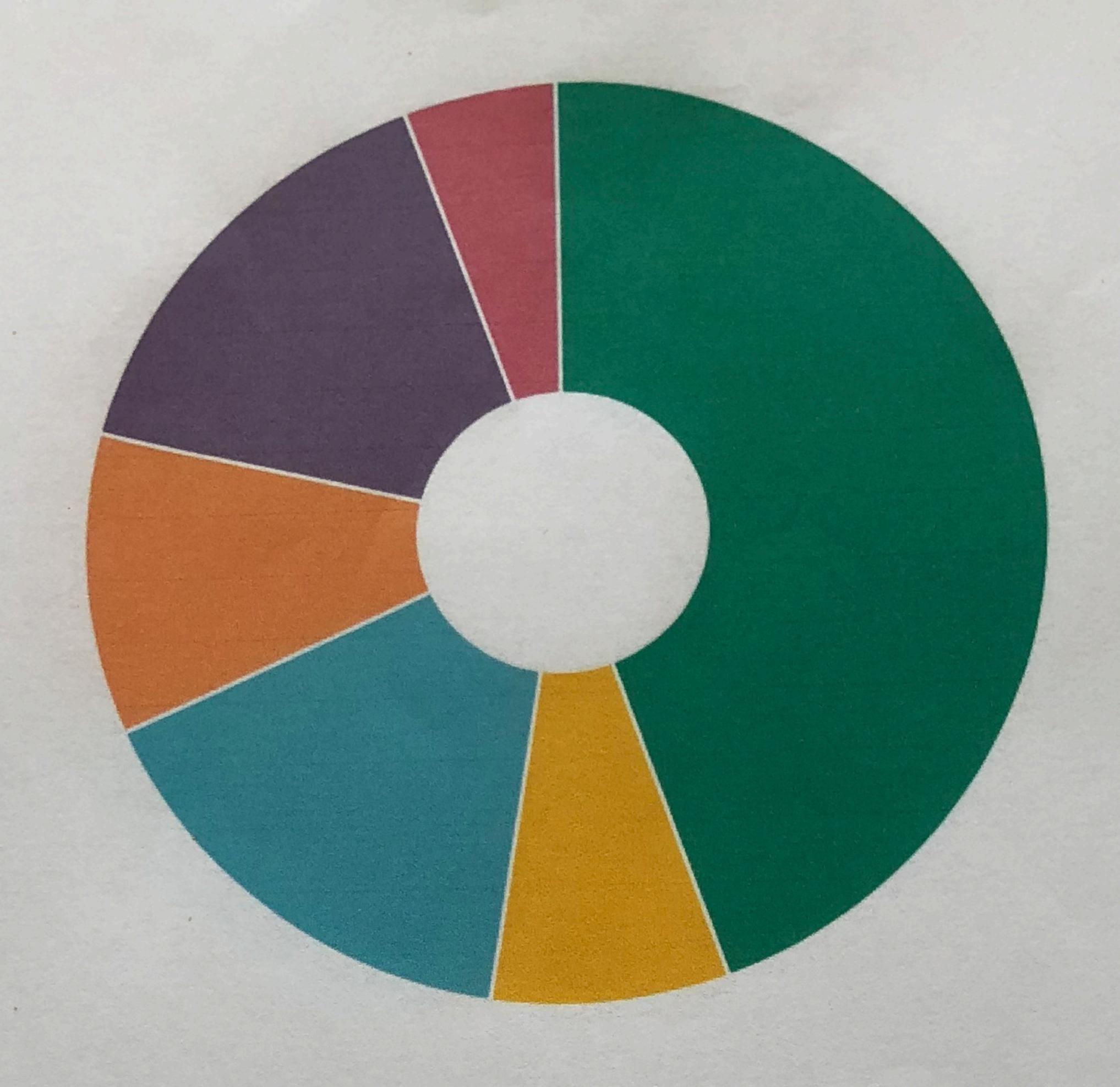
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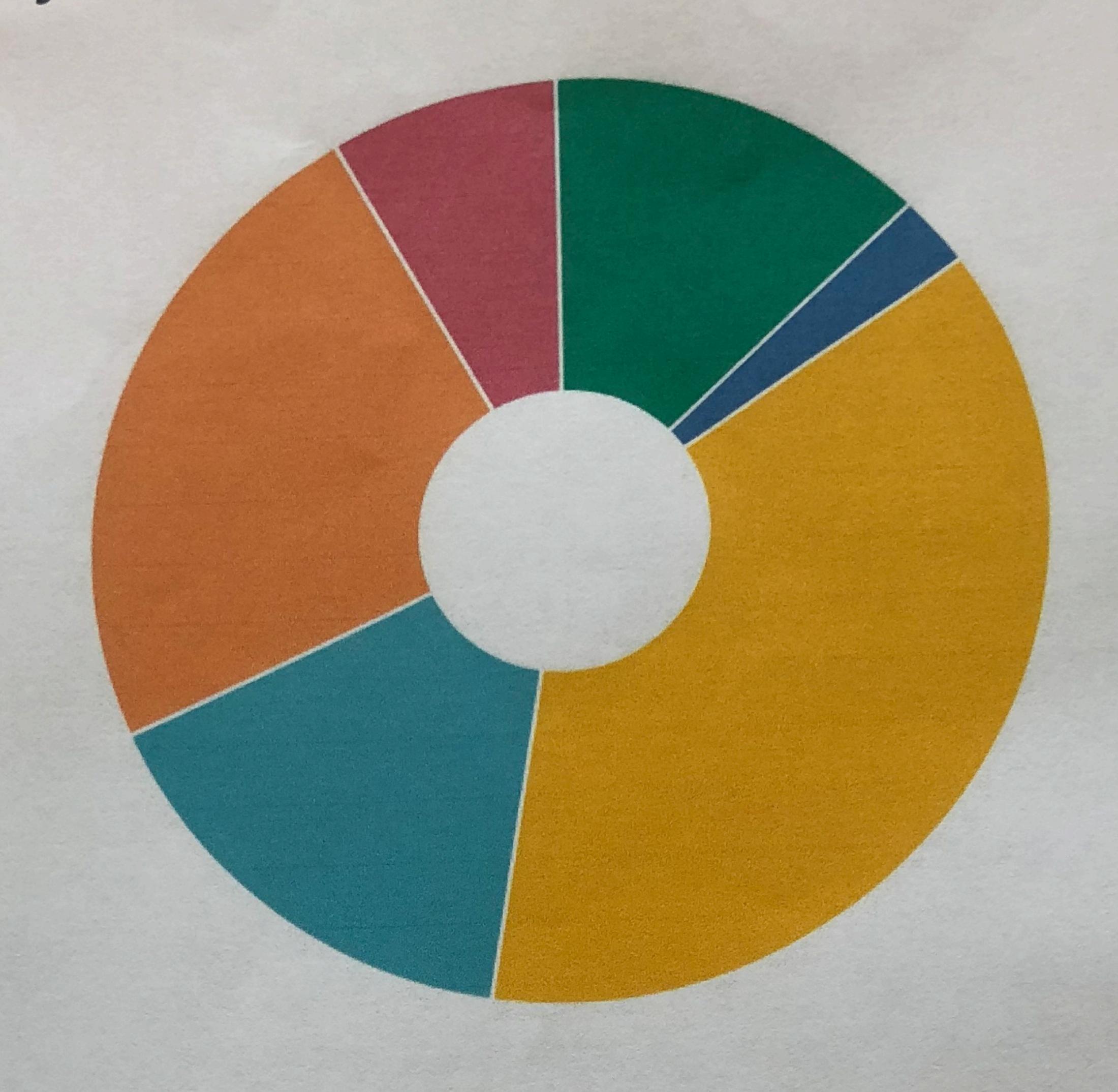
8. What's your favourite Christmas character?



Answered: 38

Santa Clause	44.74%	17
Miss Clause	0%	0
Elf	7.89%	3
Rudolph	15.79%	6
Snowman	10.53%	4
Penguin	15.79%	6

9. What is your favourite Christmas activity?



Answered: 38

Carolling	13.16%	5
Midnight mass	2.63%	
Tree decorating	36.84%	14
Baking/cooking	15.79%	6
Present giving/receiving	23.68%	9
Writing letter to Santa	0%	0