Unit 1 Learning Aim B – student checklist

When completing your coursework for this section, make sure you complete and then tick off each of the tasks below:

|  |  |  |
| --- | --- | --- |
| Tasks to complete |  | |
| Part 1 – C (4) grade tasks |  |  |
| Put your name on the document  Insert heading Introduction to Market research |  | |
| Insert definitions for market research, primary research, secondary research, quantitative data and qualitative data |  | |
| Part 2 – C (4) grade tasks | Business 1  Name: | Business 2  Name: |
| Explain what primary research was carried out before they set up the business (pick 3 methods that link to the business/ would be most suitable)  and explained how it was used to meet customer needs (what information was useful to help meet customer wants/ and needs) How is this information useful?  **and** understand competitors (what research needed to be done about competitors in the area? How is this information useful? |  |  |
| Explained what secondary research was carried out before they set up the business and explained how it was used to meet customer needs **and** understand competitors |  |  |
| Explained what primary research was carried out whilst running the business and explained how it was used to meet customer needs **and** understand competitors |  |  |
| Explained what secondary research was carried out whilst running the business and explained how it was used to meet customer needs **and** understand competitors |  |  |
| Part 3 – B (5/6) grade tasks | Business 1 | Business 2 |
| Discussed the advantages of how the market research methods used by the business (primary and secondary) **are designed** in a way that allows the business to understand customers **and** competitors. |  |  |
| Discussed the disadvantages of how the market research methods used by the business (primary and secondary) **are** **designed** in a way that allows the business to understand customers **and** competitors. |  |  |
| Part 4 – A (7/8) grade tasks | Choose 1 business for this task | |
| Assess the actual research collected by the business and explain what was good about their choice of research method and why it was effective in finding out customer needs **and** understand competitor behavior |  | |
| Assess the actual research collected by the business and explain what was not good about their choice of research method and why it was not effective in finding out customer needs **and** understand competitor behavior |  | |
| Make an overall judgement on what you think was the best and worst research methods used by the business justifying your judgement. |  | |