

Tough Decisions at Marks and Spencer

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The purpose of Marks and Spencers market research

Before Marks and Spencer launched their food division, they had to carry out both primary research and secondary research of the groceries market. To determine whether there was an opportunity to open the new division.

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Commercial data

Government statistics

survey

of which a great percentage
is responsible for them to be in
daily use is very low because
most are of very high quality
and, therefore, they are
not bought to replace (the market
data is the "How old are you?"
question they have)

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Primary research methods used

These took forms:
qualitative and quantitative data

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Qualitative methods

- Focus group
- Customer interviews
- Observations

Quantitative methods

- Postal survey
- Automated telephone survey
- Online questionnaires

Postal

Postal survey is a survey method that is produced and is sent by mail and send back. Although, postal surveys traditionally have a low response rate, the responses they do get are very valuable. Knowing many people don't read long questionnaires, these would be good questions to ask. These would be good questions to ask. These would be good questions to ask.

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Automated telephone

Automated surveys are used to collect information from customers via the telephone. This form of survey is known to have very low responses and is very time consuming and most of the time to complete the entire survey. However, Spencer would use this as it's another way to communicate with their customers if they don't respond another way. It's widening their response rate.

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Observations

Observations are observed in their natural environment and Spencer could observe the selection process of customers who purchase food products. To observe the selection process, Spencer could observe the selection process of customers who purchase food products. To observe the selection process, Spencer could observe the selection process of customers who purchase food products.

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Focus groups

Focus groups are a group of people assembled to participate in a discussion about a product before it is launched. Examples of a groups Marks and Spencer could of used are: parents, teenagers, students, full-time working people, part-time working people and so on. Marks and Spencer would of used this technique to understand what the public want - not just their customers. Furthermore, it gives them a lot of people groups which thye could target or not target.

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Customer interviews are when customers of the store participate in an interview or a pair interview asking questions about an organisation. This is to help understand what the current customers think and to understand their opinions are. Their opinions are very valued as they're already current customers and Marks and Spencer wouldn't want to lose their business.

This will provide Marks and Spencer with a much clearer understanding of what their customers want and how they can improve their shopping experience.

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Observations

Observations are when people are observed in their natural environment. Marks and Spencer could of used observations to see the selection process of focus groups when they purchase food products. To help create a successful food line, Marks and Spencer would need to understand the section process of their target group. By observing how target groups select what to buy and incorporating the information with other qualitative and quantitative factors, it would give the organization a better understanding of what products they should deliver.

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Postal survey

Postal survey is a survey method in which a printed questionnaire is produced and is sent by mail to respondents for them to fill in and send back.

Although, postal surveys traditionally have a very low response rate; the responses they do get back are of very high quality. Knowing many people don't respond, businesses make the questions very simple and straight forward to answer (Quantitative questions". These would be questions like "How old are you?" these are to Gage what type of audience they have.

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Automated telephone survey

Automated surveys are used to collect information and gain feedback via the telephone. This form of quantitative research is known to have very low responses and the automated program is very time consuming and most people don't have time to complete the entire survey. However, Marks and Spencer would of used this as it's another way to communicate with their customers if they can't contribute in another way. It's widening their response capability.

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