

Market Research Assignment

You are asked to complete a market research survey (that will help support you in your next unit of marketing). In the next unit one of your objectives will be to develop a one week vacation package (anywhere in the world) – targeted towards families with teenage children. The objective of your research should find answers to a number of key questions (and to help you develop packages tailored to this target market).

Key questions to research:

- What destinations interest families the most? Where would you recommend travelling? What do people look for when choosing a location? ie. Climate, culture, safety, etc.
- What activities/excursions are families interested in? Will companies have better success with adventure packages or should vacations be focused on relaxation? What are people in your target market looking for in a vacation?
- What price range fits the budget for families looking to travel? What pricing should you offer?

Task:

- Your task will be to create a market research survey to answer these questions and then draw conclusions from the data.
- Once you've conducted your survey, you will analyze the data. What conclusions does it draw related your key questions?

Instructions: Include all of the following in a report to be submitted for evaluation.

- Primary Research involves the following five steps. You will need to complete each of these steps by following the instructions below.
 - 1. Define the question** that you are trying to answer
 - After reading the task, determine what the **purpose** of your research is. Be specific! What are you trying to figure out?
 - 2. Select a research method**
 - Create and administer a **Survey** (using Survey Monkey)
 - Your survey must include demographic questions and additional questions that will help to answer your questions. Your survey should be a minimum of 15 questions.
 - You must follow the guidelines for creating an effective survey.
 - Please refer to your chapter notes/readings to ensure that you are following proper formatting guidelines.
 - 3. Collect Data**
 - Have at least 20 people fill out the survey.
 - 4. Analyze data**
 - Copy and paste the most important and relevant graphs/data from Survey Monkey into your Conclusion. Be sure to refer to each graph and the results as well as any other important results in your conclusion.
 - 5. Draw Conclusions**
 - Summarize your findings into a **one page summary**.
 1. What did you determine?
 2. Were you able to find answers to your original questions?
 3. What actions do you recommend from here?

What should be “submitted” at the end of this task:

1. Good copy of survey
2. Tallied data and a copy chart/data/graphs with results

****refer to Rubric for marking scheme**