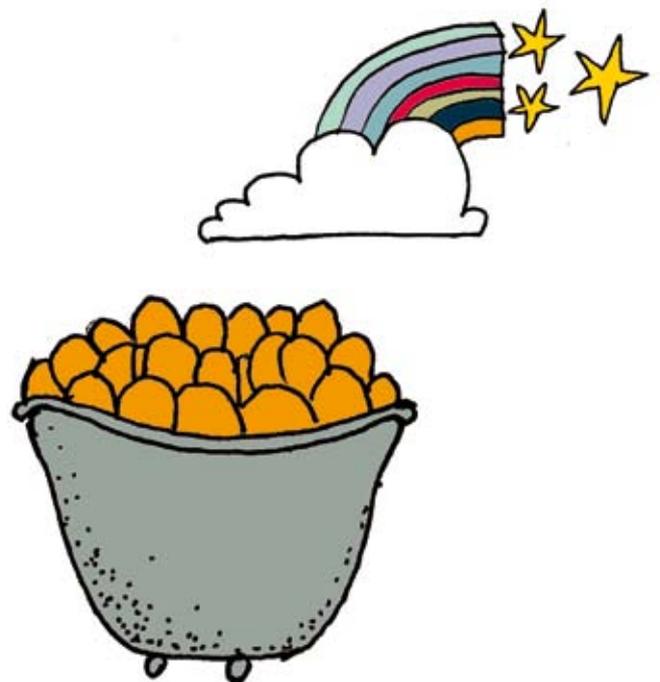


PRACTICAL EXAMPLE – POT LUCK

Kate is the Marketing Manager of 'Pot Luck' and together with her friends Robert, Financial Manager and Jane, Production Manager they set up a business hand painting ceramic bowls. She conducted her primary research by distributing a questionnaire to 50 potential customers and competitors both inside and outside her school. She started with her friends, teachers and family, however, she also stopped and asked people on the street. She visited some local craft shops in her area and got permission to survey people in a local shopping centre.

Kate drew up a survey with 7 questions comprising both closed questions with yes/no answers or tick box answers and some open questions to get a feel for what her customers or competitors really think (see Kate's Questionnaire for Pot Luck). Her aim with customers was to find out what their needs were. The most important thing for Kate is once she conducted her market research she took on board the results and where necessary the team adapted their product.



SAMPLE QUESTIONNAIRE FOR POT LUCK

1. How many times a year do you buy gifts? (please tick)

0-5 5-10 10 or more

2. Would you buy hand painted ceramic bowls as a gift or for yourself?

Yes/No

3. How much would you pay for our hand painted ceramic bowls? (Please tick)

€15 €18 €20

4. What size bowls would you prefer? (please tick)

Small Medium Large

5. What are your favourite colours?

6. Are you interested in personalised hand painted ceramic bowls and if so what design/theme would you like?

7. How many ways do you intend to use these bowls?

Thank you for taking the time to complete this questionnaire