Candidate A evidence

RESEARCH METHODS AND SOURCES

I have used the Subway website, which is desk research, to find out information about the frequently asked questions of Subway. I know that this information is up to date because the website was updated in the past month. This is a reliable source because the website can only be edited by Subway therefore customers or the public cannot put misinformation on the website.

I used Trustpilot to find reviews on customer service, I used this method because I get to see other people's customer service experience. This was valuable as it is easy to access and doesn't cost any money. Although, this may not be the most reliable source as people could be biased and not tell the truth.

I am going to use a field visit for my research and go into the Subway store on the main street in Uddingston and find out how they treat their customers and how good their customer service is. This is a reliable source because I get to experience the customer service first hand and without any bias.

Candidate B evidence

Research Methods & Sources

My first research method I used was primary information. I conducted an interview with the owner of the business to find out about some of the external factors that might affect the business. I used this method due to the fact that it can be trusted as the information comes from the owner. This is primary information as I got the information first hand. A benefit of this information is that it is up to date. However, a disadvantage of this information is that it may contain bias.

The second research source I used was online research. I looked up K.I.T Decor's facebook page (see Appendix 2) to find out some background information on the business. I used the company's facebook page because it is reliable as the facebook page is run by the owner. This is secondary information as anyone can access the information at any time. A disadvantage of this information is that it may contain bias. However, a benefit of this information is that it is quick and easy to collect.

Candidate C evidence

Research methods and sources

For my field research I chose a survey. This gave me reliable information about studio four from other people's point of view. It allowed me to gather information that was specific to my assignment, i was able to target people in the local area that have been to studio four.

I also used the studio four website because it has information on the service and pricing, the information may not be reliable because it doesn't have a date the website was last updated.

I also used the studio four social media pages such as instagram and facebook . This helped me find out who the owners were and when the business started. This was reliable as it has dates on when the page was last uploaded.

the last research source i used was google maps it allows me to see the location of studio four and the locations of their competitors, it is reliable as it is updated every one to three years