Research Methods and Sources

Candidate A

Title – the marketing mix used by Catch Fish and Chips

Research

Research Source	Reasons for choosing	Value of information
Survey	For my field research I chose a survey. This gave me non biased and reliable information about Catch from the customer's point of view.	It allowed me to gather information that was specific to my needs. I was able to target people in the local area that have been to catch.
Catch's website	I used catch's website because it contains	The information may not be reliable as I

	information on the products and the pricing strategy used by Catch.	could not find a date when the website was last updated.
Tripadvisor.co.uk	I used trip advisor to get unbiased customer reviews.	It is reliable as the business don't have a say of what reviews go up on the website. However anyone could leave a review so then the business could leave fake reviews.
Google maps	It allows me to see the location of Catch and the locations of their competitors and allows me look at unbiased reviews.	It is reliable as it is unbiased and also updated every 1 to 3 years.
Competitor's website (BRGR)	It allows me to see the menu at BRGR and compare the products and prices between catch and BRGR.	It is reliable as it is up to date with the latest BRGR menu.

Candidate B

Title – the success of Lavemill Larder's existing marketing measures in creating customer awareness

<u>RESEARCH SOURCES AND METHODS</u>

The first source I have used is Lavemill Larders website. From this I hoped to find the benefits of their loyalty card. This is secondary information. The benefit of this information is that it is valid due to the information being posted on the.

The second source I have used is Lavemill Larders Facebook page. From this I hoped to find out how much interaction they are receiving. This is secondary information. This is useful as not only the business can post on their Facebook page but also the public can add comments about the business.

The third source I have used is a Microsoft forms survey. I created this survey to find out how people found out about Lavemill Larder. This is primary information as I personally created and sent out the survey. I sent the survey out to family and friends, and this were useful as I got direct information that I needed for my report.

The final source I have used is a visiting speaker. Ainsley Hunter a worker for Lavemill Larder visited and spoke about marketing measures they have in place.

This is primary information as the speaker came in. This was useful as you could ask Ainsley Hunter specific questions needed for my report. It is also up to date due to her visiting on the 17th January 2022.

Candidate C

Title – the marketing mix of Mackie's ice cream

Sorce 1-

- Using this type of research helps to show everyone's opinions on this company by answering a few questions. This also helps to show the feedback and what they could improve on or fix. These answers could help to make important decisions for their company. Surveys provide important data for further research. And what is good about them is that most of them are anonymous so you can be honest about your opinion.

Sorce 2-

Marketing mix-

According to a 52-week study by Kantar Worldpanel, demand for premium ice cream grew significantly in 2020, an increase of 17.5%. And Mackie's has seen a 37% growth in sales. The three owners of Makies are Mac (brother) Karin and Kirstin (sisters). £3.00 is the average price for a 1 litre tub of ice cream but £4.00 for a 2 litre tub. Makies did form with a potato farmer to make crisps which made the brand much bigger as they had other options of snacks.

Sorce 3-

- Doing this type of research helps me to see how everyone sees the company, my background research helps me know about the company and about the marketing mix. The benefits of this we know what the company is trying to do with their products and how it comes out. My secondary research helps me to know what questions to ask people and what answers I would normally get.