**Market Research Process:**

* Identify The problem = Identify Problem
* Analyze the situation = Plan Research Design & Select Sampling Procedures
* Collect the Data = Collect the Data
* Analyze the Data = Analyze the Data
* Recommend Solutions = Prepare & Present the Report & Follow-up

**Group Project**

**Explain how your group completed the Marketing Research Process based on the company you are rebranding?**

1. Identify the problem
   1. What is the problem?
   2. Why are you rebranding them?
2. Analyze the situation
   1. Determine what type of research you will conduct (Primary & Secondary)
   2. What sampling technique will you use
      1. P. 259 of textbook

Probablity Sampling: A sample in which every element in the population has a known statistical likelihood of being selected

* + 1. Simple Random
    2. Stratified
    3. Cluster
    4. Systematic

Nonprobability Sampling: Any sample where little or no attempt is made to get a representative cross-section of the population.

* + 1. Convenience Sample
    2. Judgment Sample
    3. Quota Sample
    4. Snowball Sample

1. Collect the Data
   1. What is the process you used to collect information
   2. Where did you go? When did you collect it? List time, place, how you found participants anything that deals with where you where when you got results
2. Analyze the Data
   1. What will you find out from the data you collected?
3. Recommend Solutions
   1. What will you do to rebrand your company?