





















## OCR Enterprise and marketing Learning Journey: Topic 2: Market research to target a specific customer

<b>2.1 Purpose of market research</b>		This covers the purpose of market research – why and when entrepreneurs need to carry out market research			
<b>The purpose of market research (Knowledge):</b>					
		6 purposes of market research			
<b>Keywords</b>	<b>Risk   Reduce   Market   Customers   Views   Product development   Good   Service   Complements</b>				
<b>2.2 Primary market research methods</b>		You will learn about the 7 main methods of primary market research.			
<b>7 main primary research methods (Knowledge):</b>					
		Observations, questionnaires, Survey, interviews, focus groups, consumer trials, test marketing			
<b>Keywords</b>	<b>Observations   Questionnaires   Survey   Interviews   Focus groups   Consumer trials   Test marketing/pilots</b>				
<b>2.3 Secondary market research sources</b>		Here you will learn about the different secondary market research methods and the advantages and disadvantages			
<b>Secondary market research methods (Knowledge):</b>					
		Internal data, books, newspapers, trade magazines, competitors’ data, Government publications and statistics, Mintel			
<b>Keywords</b>	<b>Internal data   Books   Newspapers   Trade magazines   Competitors data   Government publications   Mintel</b>				

2.4 Types of data		Here you will learn about the benefits and limitations of quantitative and qualitative data.		
Quantitative and qualitative data (Knowledge):				
Benefits and limitations of quantitative and qualitative data				
Keywords	Quantitative   Qualitative   Data   Benefits   Limitations			
2.5 Types of market segmentation		Here you will learn about the 6 main types of market segmentation.		
6 main market segmentation methods (Knowledge):				
Age, gender, occupation, income, location, lifestyle				
Keywords	Age   Gender   Occupation   Income   Location   Lifestyle			

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<b>2.6 Benefits of market segmentation to a business</b>	This section is about the benefits of carrying out market segmentation and how it leads to targeted marketing.			
<b>Benefits of market segmentation (Knowledge):</b>				
Customer needs are met, potential for increased profit, target marketing				
Increased customer retention, potential increase in market share				
<b>Keywords</b>	<b>Customer needs   Increased   Profits   Profitability   Target marketing   Customer retention  Potential   Market share</b>			

<b>Skills</b>	Knowledge – multiple choice, short answer questions, medium answer questions and an extended answer
<b>Links to the wider world/case study</b>	

