



## BSB52415 – Diploma of Marketing and Communication

### Record of Assessment Outcome

<b>Unit of Competency:</b>		<b>BSBMKG506 – Plan Market Research</b>	
<b>Student Name:</b>			
<b>Student ID Number:</b>			
<b>Assessor Name:</b>			
<b>Term and Year:</b>			
<b>The student has successfully completed the following assessment task(s):</b>		<b>Yes</b>	<b>No</b>
Assessment 1	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
<b>Overall, the student was assessed as:</b>			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
<b>Did the student meet the criteria for the following elements of competency?</b>		<b>Yes</b>	<b>No</b>
1. Identify market research needs		<input type="checkbox"/>	<input type="checkbox"/>
2. Define market research objectives		<input type="checkbox"/>	<input type="checkbox"/>
3. Define data gathering approaches		<input type="checkbox"/>	<input type="checkbox"/>
4. Develop market research plan		<input type="checkbox"/>	<input type="checkbox"/>
<b>The student requires the following skill(s) development before re-assessment:</b>			
<b>Feedback to student on overall performance during assessment:</b>			
<b>The student has been provided with feedback and informed of the assessment result and the reasons for the decision.</b>			
<b>Assessor Name:</b>			
<b>Assessor Signature:</b>		<b>Date:</b>	
<b>I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.</b>			
<b>Student Name:</b>			
<b>Student Signature:</b>		<b>Date:</b>	

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# BSB52415 – Diploma of Marketing and Communication

## BSBMKG506 – Plan Market Research

### Assessment 1 – Portfolio of Activities

Submission Details			
<b>Student ID Number:</b>			
<b>Student Name:</b>			
<b>Assessor Name:</b>			
<b>Due date:</b>			
<b>Student Declaration:</b>	By signing this declaration, I certify that: <ul style="list-style-type: none"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• I have not copied or plagiarized in any way materials of another person or work of a fellow student.</li></ul>		
<b>Student Signature:</b>			
Assessment Result Details			
<b>Result:</b>	<b>Satisfactory</b>		<b>Not Satisfactory</b>
<b>Feedback to Student:</b>			
<b>Student Declaration:</b>	I have been provided with feedback on my assessment performance / result from Magill College Sydney assessor.		
<b>Student Signature:</b>			
<b>Assessor Signature:</b>			
<b>Date:</b>			



## Submission details

This assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

You must demonstrate the ability, knowledge and skills required in identifying market research needs and drafting research objectives for a proposed market research project.

## Assessment description

For this assessment, you are required to apply to a case study your ability, knowledge and skills in identifying market research needs. You will prepare a written proposal and then present a summary to your client. You will explain how market research can contribute to the operations of the organisation, and you will draft initial research objectives.

## Procedure

1. Read the case study at the end of this task.
2. Prepare a proposal for D.A. Garden Supplies that addresses the following critical items.
  - a. What is market research and what is its role in identifying and resolving the current issue?
  - b. How can market research contribute to the success of D.A. Garden Supplies?
  - c. What are the research needs of D.A. Garden Supplies?
3. Draft research objectives.
4. Your proposal should also include:
  - a. a statement of the market research needs for D.A. Garden Supplies, based on an analysis of D.A. Garden Supplies' financial and performance records
  - b. information on the project planning main stages of the research, including the consultation process that will be required to progress to the next stage; for example, scoping the project, gaining approvals
  - c. details of at least two industry individuals or external bodies you consulted in determining these research needs
  - d. a description of relevant legislation or codes of practice that need to be followed in the research
  - e. a preliminary project scope for D.A. Garden Supplies that:



- i. identifies the human, financial and physical resources required and available
  - ii. identifies any external market research assistance that will be required, and consultation processes
  - iii. describes possible research locations
  - iv. describes your planned research methodologies
  - v. documents a timeframe for the research.
5. Submit your market research proposal to your assessor within an agreed timeframe and in an agreed format.
6. Arrange a time to meet with your assessor (role-playing as the client) to present an oral summary of your proposal and receive feedback that will inform your approach in Assessment Task 2, particularly with respect to your approach and the suitability of your research objectives. Prepare to explain project planning principles and practices embedded in your proposal, including for:
  - a. consultation and stakeholder involvement
  - b. development of timelines, budgets and other implementation plans
  - c. gaining approvals
  - d. needs analyses
  - e. scoping practices.
7. Present a summary of your proposal to your assessor. Ensure you:
  - a. communicate the importance of doing market research to meet business operational needs
  - b. explain project planning principles that apply
  - c. use appropriate oral communication and interaction skills to ask and answer questions and draw out the opinion of the client on the suitability of your proposal, including on draft objectives.

## Specifications

You must:

- Submit a market research project proposal that addresses all the points listed in the procedure
- Present a summary of your proposal to your assessor (acting in role of client).

Your assessor will also be looking for:

- Knowledge of compliance with key provisions of relevant legislation that affect aspects of business operations



- Knowledge of project planning principles and practices embedded in your proposal, including for:
  - Consultation and stakeholder involvement
  - Development of timelines, budgets and other implementation plans
  - Gaining approvals
  - Needs analyses
  - Scoping practices
- A clearly written proposal that is suitable for use by senior management in deciding to commission a full market research plan.



## Appendix 1 – Case Study

David and his wife, Alison, have been in the garden supply and nursery business for the last 13 years. David supervises the nursery and garden supply part of the business, while Alison does the administration and bookkeeping and oversees the landscaping projects. Their employees comprise two full-time gardeners, a part-time landscaping consultant and two part-time cashiers. The trading hours are as follows:

- Monday–Wednesday 9.00 am–6.00 pm
- Thursday–Friday 9.00 am–6.00pm (9.00 am–9.00 pm in summer)
- Saturday 8.00 am–6.00 pm
- Sunday 10.00 am–6.00 pm

The business is located in a main road, opposite a small suburban shopping centre that includes a supermarket, department store, café and 12 specialty shops. About two kilometres down the road is a large Bunnings store.

The business has prospered over the years through a steady stream of customers who are happy with the quality and cost of the goods and services, and the professional advice. David has a good rapport with most of them, and takes a keen interest in making sure their gardens are properly maintained.

Five years ago, David and Alison opened a small café inside the nursery. They now have two full-time staff and an additional part-time staff member who works over lunchtime and on weekends; although during the school holidays, Alison's daughter also assists in the café. A new café opened for business 18 months ago around the corner, in a small strip of shops attached to a business park. This new operation is open Monday–Friday from 7am–3pm offering breakfast and lunch, specialising in gourmet food and beverages.

About three years ago, David and Alison decided to extend the café operations to include a larger lunch menu and more tables, and they extended the trading hours of the café so that it now opens at the same time, and closes one hour before, the nursery. The café offers takeaway food as well as sit-in dining and the menu includes a variety of beverages, made-to-order sandwiches, salads, gourmet pies/sausages rolls, quiches and savoury slices, chips/wedges, cakes and slices, ice creams and sorbets, a kids' menu and soups and casseroles in winter.

The whole concept was a good one; however, their total business net profit has dropped steadily over the last two years, although gross revenue remains acceptable. They are at a loss to identify what has gone wrong and they decide to seek help to redress the situation.

David and Alison seek advice from you. They brief you on the problem and you suggest they do marketing research as a first step on the road to establishing what the problem is.

They have asked you to prepare a formal proposal for research, which Alison or David will approve.



You have been supplied with basic sales performance data for the last 5 years that shows the following.

- Nursery sales have dropped by roughly 5% in the last two years. The sales of these products currently contribute 41% to overall profits.
- Garden supplies sales have also dropped by about 5%, although the last year saw an increase in drought-proofing-related products such as mulch. These products currently contribute 34% to overall profits.
- Landscaping project numbers have been flat; however, the size and profit on each project has grown slightly. This has meant a steady contribution to overall profits of 10%.
- Café trade has been steadily increasing for the last three years and, as a result, profits from this have been growing at a rate of 2–3% per annum, currently contributing 15% to the overall profit of the business.

	<b>2011–2012</b>	<b>2012–2013</b>	<b>2013–2014</b>	<b>2014–2015</b>	<b>2015–2016</b>
Nursery sales	300,000	201,000	201,000	195,950	191,153
Garden supplies	100,000	100,000	100,000	95,000	90,250
Landscaping projects	70,000	75,000	80,000	80,000	80,000
Café trade	180,000	185,000	190,000	195,000	200,000
<b>Sales totals</b>	650,000	561,000	570,000	565,950	<b>561,403</b>
<b>Profit totals</b> <i>(average 20% of sales)</i>	130,000	112,200	114,200	113,190	<b>112,280</b>





# BSB52415 – Diploma of Marketing and Communication

## BSBMKG506 – Plan Market Research

### Assessment 2 – Written Report

Submission Details			
<b>Student ID Number:</b>			
<b>Student Name:</b>			
<b>Assessor Name:</b>			
<b>Due date:</b>			
<b>Student Declaration:</b>	By signing this declaration, I certify that: <ul style="list-style-type: none"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• I have not copied or plagiarized in any way materials of another person or work of a fellow student.</li></ul>		
<b>Student Signature:</b>			
Assessment Result Details			
<b>Result:</b>	<b>Satisfactory</b>		<b>Not Satisfactory</b>
<b>Feedback to Student:</b>			
<b>Student Declaration:</b>	I have been provided with feedback on my assessment performance / result from Magill College Sydney assessor.		
<b>Student Signature:</b>			
<b>Assessor Signature:</b>			
<b>Date:</b>			



## Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

You will demonstrate the ability, knowledge and skills required to define market research objectives, define data gathering approaches, and develop a market research plan.

## Assessment description

Using the D.A. Garden Supplies case study from Assessment Task 1 and the feedback you received from your assessor in relation to this assessment, you will prepare a detailed market research plan including scope, objectives, timelines and budget for approval. You will also prepare a written report describing your methodology, including data gathering techniques intended to be deployed.

## Procedure

1. Re-read the case study in Assessment Task 1.
2. Consider the following scenario:

The client, D.A. Garden Supplies owner David, has requested you email a copy of your research plan to him or Alison for review and approval. David and Alison are also interested in the methodology you will employ in gathering and analysing market data to meet the company's needs. The client would like a range of qualitative and quantitative data to be used, but requires that at least some of the data be quantified to enable further analysis, statistical inference, or generalisation from your sample to the total target market for D.A. Garden Supplies' target market.

3. Using feedback from Assessment Task 1, develop a detailed market research plan, including:
  - a. finalised scoping, including any revisions to research objectives asked for by the client that will put the research more in line with company strategy
  - b. an estimation of resources and detailed timelines required for the market research to meet objectives. Ensure your planning includes all steps needed to implement your methodology; for example, choosing a sample, designing instruments, conducting surveys, analysing results, reporting, and evaluating the research. Include a detailed budget for physical and human resources required for each stage of the research project.



4. Send an email with the detailed planning document attached to your assessor (role-playing as David or Alison) to obtain approval to implement the plan.
5. Write a short report on your methodology. Describe the overall methodology, including:
  - a. a description of why the research is important for the business
  - b. the role of hypothesis testing in the research
  - c. the process of selecting a sample
  - d. a description of survey instruments and those intended to be used in the research
  - e. a description of statistical methods to be used and an explanation of why these are appropriate.
6. Ensure your methodology is consistent with your research plan. In addition, ensure that, in your report you:
  - a. discuss the types of data required for this research, noting what combinations of data will be best for this research
  - b. identify and evaluate at least three suitable data gathering methods for this research project, describing why your method or methods were chosen
  - c. identify the sources of the required data and explain why these were chosen
  - d. explain how you will quantify the required data; i.e., put in a form where it can be counted, measured or subjected to further analysis.
7. Submit your report to your assessor within the required timeframe and in an agreed format.

## Specifications

You must provide:

- A research plan (emailed)
- A report on methodology.

Your assessor will be looking for:

- (in your research plan) application of project planning principles and practices, including:
  - Development of timelines, budgets and other implementation plans
  - Gaining of approvals
- (in your report on methodology) application of market research principles and practices, including discussion of:
  - The role of research in enterprise development
  - Data processing methods and data analysis techniques



- Design of samples
- Development and use of hypotheses
- Roles and uses of qualitative and quantitative research
- Use of survey instruments
- (also in your report on methodology) your ability to briefly explain statistical methods and techniques, including those relevant to your planned research
- (in both your plan and report on methodology) evidence of workplace market research skills, including:
  - Organisational and time management skills to develop complex market research plans including timelines and options
  - Research and data collection skills to meet organisational market research requirements.