



SAFFRON WALDEN
COUNTY HIGH SCHOOL

SWCHS SIXTH FORM SUMMER WORK

CTEC Business

TASK
<p><u>Market Research</u></p> <p>If you have any queries regarding this work please email nthompson@swchs.net</p> <p><u>Task</u></p> <p>One of the topics that you will be studying in September is marketing and market research. Your task over the summer is designed to encourage you think about what products and services consumers want. Please follow the instructions on the attached sheet below.</p> <p><u>How will this work be used in lessons?</u></p> <p>In this task, you will design a questionnaire and use it to help you to make some business decisions. This will prepare you for CTEC Unit 5 which is one of the units you will begin in September.</p> <p><u>How long will this task take?</u></p> <p>This work should take you 2 - 3 hours</p>

Holiday Homework for A Level Business July 2023

Market Research

One of the topics that you will be studying in September is marketing and market research. Your task over the summer is designed to encourage you think about what products and services consumers want



As a budding entrepreneur, you are planning to open a café in Saffron Waldon High Street.

You need to decide:

- What you will sell
- Which kind of customer you are aiming for (local workers, families, everyone!)
- How much you should charge

In order to have the best chance of getting it right, you are going to do some market research.

Your Task

1. Design a questionnaire with at least 10 questions that you think will help you to make the decisions outlined above
2. Ask at least 10 people to fill out the questionnaire.
3. Write a review of the results and what decisions you have made about your target customer, what you will sell and the prices you will charge as a result of the responses to the questionnaire.
4. Feel free to bring the café to life with a name and any other information that you think will give it a unique presence on the High Street.

This work should be written or typed up and a hard copy brought to your first lesson.

Below some links to give you some ideas and get you started.

[28 Questionnaire Examples, Questions, & Templates to Survey Your Clients \(hubspot.com\)](https://www.hubspot.com/questionnaire)

[20 restaurant survey questions | The Jotform Blog](https://www.jotform.com/blog/restaurant-survey-questions/)