|  |  |  |  |
| --- | --- | --- | --- |
| Primary Research methods | | Definition: | |
| Name | Description | Advantages/benefits | Disadvantages/drawbacks |
| Questionnaires |  |  |  |
| Visit |  |  |  |
| Observation |  |  |  |
| Interviews |  |  |  |
| Surveys |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Secondary Research methods | | Definition | |
| Name | Description | Advantages/benefits | Disadvantages/drawbacks |
| Online searches |  |  |  |
| Government statistics |  |  |  |
| Market reports (Nielsen) |  |  |  |
| Company Materials |  |  |  |
| Other company (competition) annual Reports |  |  |  |

**Marketing Aims and Objectives - Understanding Customer Wants and Needs**

**Chicken Connoisseurs Part 1:** believe it or not but it is someone’s job at KFC to actually taste their ‘finger lickin’ chicken. This is just one-way KFC gain feedback to understand the wants and needs of their customers.

You are the Head of Research and Development at KFC. You have been tasked with creating a new product and must choose just 3 research methods to gain as much information from KFC’s customers to understand their wants and needs, ensure you include the following points:

1. Explain which 3 methods you would choose over other alternative research methods and justify why. Also, ensure you provide the advantages and disadvantages of each chosen method.

Research Method 1

Research Method 2

Research Method 3