Proposed Market Research Proposal

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Overview

Market research is important for a company to provide insight into how a company is doing. Market research can also support strategic decision-making through a company's product or service life cycle. The Dark Roast coffee shop can utilize market research to identify issues in their sales.

Three factors influencing the client's market research are the competitive landscape, demographic changes, and declining sales. New chain coffee shops offering drive-through serving moved in, increasing the competitive market. New businesses have moved into Honeysuckle, increasing the housing market and economy. This leads to permanent residents instead of only tourists, which changes the community's demographics. The decline in sales could cause these issues, but it is still unknown if other issues are causing the decline. Market research is needed to help identify the exact causes of declining sales for The Dark Roast coffee shop.

Research Objective

This research project seeks to meet the following objective:

To identify primary factors contributing

to the decline in sales for The Dark Roast coffee shop.

The decline in sales has affected the coffee shop's overall profitability. It is the main reason why the client hired a market research firm. After analyzing market research and

identifying causes of declining sales, recommendations can be provided to determine the next steps toward finding solutions.

Research Questions

The following questions will aid research and provide more detailed information that can help address the research objective:

1. *What is the overall customer experience at The Dark Roast coffee shop?*

2. *How does the current business model and menu resonate with current and target customers?*

3. *What changes have occurred in customer preferences and purchasing behavior?*

4. *Are competitors offering value propositions that draw customers away?*

The first question will address how customers perceive the coffee shop's quality of products, service, and atmosphere. There could be complaints or feedback that could be contributing to the decline in sales. The second question will address if customers are still satisfied with the current menu and business model. This can also address if customers want to see modifications being made to the menu. The third question will address the changes in demographics and what products customers purchase. This could help identify if any trends in the coffee market might affect sales. The last question will address the competitive landscape and see what promotional strategies competitors might use to attract customers.

Research Population

The population for this research would be customers from all ten Dark Roast coffee locations. These customers would best be able to identify their overall experience with the company. Existing and new customers can also cause a decline in sales. Using this customer base

can help address any issues they notice with the company and what changes can be made to increase sales.

Methodology

To achieve the research objective, we will utilize descriptive research. Descriptive research describes a situation by collecting and analyzing data. In this case, to identify the key factors causing declining sales.

A recommended methodology would be conducting customer surveys to gather opinions and overall experience with the company. Customer surveys can also gather purchase behaviors and demographics. The survey can also ask if customers have visited competitors and their thoughts on them. Collecting and analyzing data can identify patterns explaining the cause of the decline in sales.