Market Research

For your business, you will create a Marketing Research questionnaire that will be administered to the potential customers of RMHA (think back to the market segmentation project – the parents).

1. You will create the questionnaire. Look online for marketing research surveys. Think of the survey from the perspective of the public – how many questions, is it too personal, does one have to write answers or tick boxes. Most people don’t want to do surveys but if they submit, they want something easy to understand and not very time consuming.

The questionnaire/survey should get a good amount of usable information from the public. The questions will vary as you may find things more important to ask – you may want to email Carolyn Hart at RMHA to see what she would be interested in finding out. Some examples of questions: Age, do they know of different sports/hockey organizations, have they heard of the rebranding, thoughts on it, what they would want from the new organization, how they would pay, what price point would be ideal, are they looking for other additional activities, what else would they want etc etc. This is all up to you based on your excursion to an arena.

You want to have enough questions but not too many. I would seek out a few adults in the school to go over your survey (other than the myself) to see if it’s the right length and gets across what you would like.

1. Then you will do the market research on your own time but will be given Friday May 4th, 2018 in lieu of that time. You should survey people in the mall, at community centres, arenas etc, wherever you think potential hockey parents would be etc
2. Finally, create an Excel spreadsheet with charts, diagrams, graphs that visually represent your findings with a brief write-up for each one. You should also have a word document that summarizes your finding with key facts/points that stood out from the results.
3. Submit a) a copy of the questionnaire, and b) your Excel work and c) your Word results to me via email. This will all be due at the end of Tuesday May 8th, 2018.