LEARNING
GOALS

- Purpose of a Market Research

- Stating Purposes

Warm-up

◆ **What do you know about market research?**
◆ **Why do we conduct market research?**

Allie Swan is a small-scale cosmetics company.
The staff is talking about conducting market research.

Situational Dialogue

Abby: The market for our existing products tends to be **saturated**, so it's time to develop new products.

Bob: Exactly. To develop new products successfully, it's essential to understand customers' tastes and preferences first.

Abby: You're right! For example, feedback on our existing products must be collected so that we can **optimize** the function when developing new products.

Bob: How about **conducting** market research? It allows us to figure out the **status quo** of the cosmetics industry and whether there exists a **niche market** for new products. Through market research, we can also learn from our **competitors**, which helps us to develop a **competitive** product.

Abby: Good idea! I can't agree more. Now let's brainstorm questions for the research.

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Abby: Good idea! I can't agree more. Now let's brainstorm questions for the research.

.:: The Purpose of a Market Research

Aspects	Example Sentences
Customer	understand customers' tastes and preferences
Product	optimize the function when developing new products
Industry	figure out the status quo of the cosmetics industry
Competitor	learn from our competitors

Learning Goals

.:: Stating Purposes

Aspects	Example Sentences
Customers	**To** develop new products successfully, **it's essential to** understand customers' tastes and preferences first.
Product	Feedback on our existing products must be collected **so that we can** optimize the function when developing new products.
Industry	**It allows us to figure out** the status quo of the cosmetics industry and whether there exists a niche market.
Competitor	Through market research, we can also learn from our competitors, **which helps us to** develop a competitive product.

Oral Practice

Scenario:

If you are invited to brainstorm questions for the market research, what questions will you raise? Think of 2-3 questions and explain the purposes of these questions.

.:: **Key expressions to talk about purposes:**

- *customers/ products/ industry/ competitor*
- *To … it's essential to …*
- *… so that we can …*
- *It allows us to …*
- *…, which helps us to …*

2 Main Types of Research Methods

Quantitative Research

numbers and percentages

concrete and objective

How much? How many?

Qualitative Research

feelings and attitudes

abstract and subjective

Why? What? How?

Suggest the proper research based on the purposes below:

1. Abby wants to know the number of potential customers and their average incomes.

2. Joe wants to figure out the existing customers' expectations for new products.

Overview

Keywords and expressions:

saturated/ optimize/ conduct
status quo/ niche market/ competitor

- To … it's essential to …

- … so that we can …

- It allows us to …

- …, which helps us to …

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