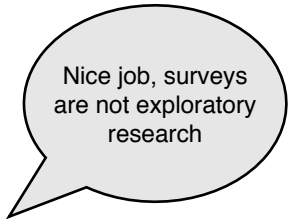


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## Research Request Agreement Presented to Eskimo Joe's Promotional Product

Group by Team #1 MKTG 4333

# Exploratory Research Worksheet MKTG 4333



Nice job, surveys  
are not exploratory  
research

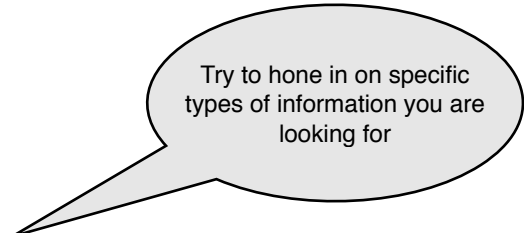
## Types of Exploratory Research

*Literature Search*  
*Depth Interviews*  
*Focus Groups*  
*Data Mining*  
*Case Analyses (including observation)*  
*Projective Methods*

**Instructions:** Exploratory research is often necessary to support the problem formulation process. Each group is required to conduct at least two types of exploratory research, with additional exploratory research as needed. All groups will conduct:

- (1) a literature search for relevant information about the client company, the industry, the nature of the problem at hand, examples of how other companies have approached the problem (including prior marketing research, measurement items, etc.), or any other relevant information,
- (2) some other form of exploratory research that delivers information from or about members of the population you will eventually be surveying, and
- (3) any other exploratory research needed to clearly define the manager's decision problem and research problem(s).

Please complete and receive feedback on the following worksheet prior to conducting exploratory research.



Try to hone in on specific types of information you are looking for

## **METHOD ONE: Literature Search**

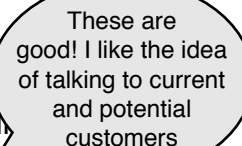
- Objectives
- (1) Find out as much background and relevant info as possible.
  - (2) Identify any potential need for additional information
  - (3) See if there are any trends within the company in regards to previous market research.

### Description of Proposed Exploratory Activity:

We will attempt to gain as much knowledge of the company, industry, awareness problems, and background as possible in order to further our studies on the company's decision problem. We will have frequent discourse with our client connection (Mikal) that way all relevant information is shared freely. Lastly, we will see if there are any other companies that have struggled with these same problems and analyze their approach to solve the issue (if there are any).

## **METHOD TWO: Depth Interviews**

- Objectives
- (1) Determine why current customers use EJPPG, and figure out what strengths set us apart from the competition.
  - (2) Determine if potential customers can differentiate between EJPPG and the restaurant.
  - (3) Determine what potential customers are looking for in a printing company, and if EJPPG is meeting those needs.



These are good! I like the idea of talking to current and potential customers

### Description of Proposed Exploratory Activity:

We plan to conduct depth interviews with two populations, potential customers and current customers. We will first interview current customers to determine how they heard of EJPPG, and why they choose to use EJPPG over the competition. We will next break the potential customers into two subgroups: student organizations and businesses. We will interview these groups to determine what they are looking for in a printing company, and we will determine if they can differentiate between EJPPG and the restaurant.

### **METHOD THREE (as needed): Surveys**

- Objectives
- (1) Determine if the average student knows what EJPPG does.
  - (2) Determine if the general student population can differentiate between EJPPG and the restaurant.
  - (3) Raise awareness of EJPPG and their product.

#### Description of Proposed Exploratory Activity:

Based on the answers we receive in the depth interviews, we will construct a survey for the general student population. We will strive to receive around 200 responses in order to answer our research questions. We will attempt to determine if the average student can differentiate between EJPPG and Joe's restaurant. If the answer is no, we will do our best to come up with a solution.