



THE LION FOUNDATION YOUNG ENTERPRISE SCHEME

**STUDENT ASSESSMENT
WORKBOOK
AS 90846 V2 (2.4)**

CONDUCT MARKET RESEARCH FOR A NEW OR EXISTING PRODUCT

3 Credits, Level 2

Version 2

STUDENT NAME:

TEACHER:

OVERALL RESULT:

N/A

A

M

E

SIGNATURE:

DATE:



INSTRUCTIONS

This booklet will be completed in class under supervised assessment conditions.

You will have access to all the work you have completed and the evidence you have gathered.

<p>FOR ACHIEVED</p>	<ul style="list-style-type: none"> • identify the aim of the research • plan and design the research • collect and record sufficient primary data relevant to the aim of the research • present the data using a range of appropriate methods • draw a conclusion from the research • state the strengths and/or weaknesses of the research. • state business knowledge relevant to the conclusion • state a Māori business concept(s) where relevant to the conclusion
<p>FOR MERIT:</p>	<ul style="list-style-type: none"> • identify the aim of the research • plan and design the research • collect and record sufficient primary data relevant to the aim of the research • present the data using a range of appropriate methods • draw a conclusion from the research • provide reasoned explanations of the strengths and/or weaknesses of the research and how this impacts on the validity of the findings/conclusions. • include business knowledge relevant to the research to support the conclusion • include a Māori business concept(s) where relevant to support the conclusion
<p>FOR EXCELLENCE</p>	<ul style="list-style-type: none"> • identify the aim of the research • plan and design the research • collect and record sufficient primary data relevant to the aim of the research • present the data using a range of appropriate methods • draw a conclusion from the research • discuss ways to improve the market research process • integrate business knowledge relevant to the research to support the conclusion • integrate a Māori business concept(s) where relevant to support the conclusion

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Task 4: Task four has 3 parts.



4.1: Market Research conclusions.

- The conclusion must relate to the original aim of the research.
- A conclusion gives the reader an outline of the findings i.e. what does the research tell us. It should identify the key points in the findings and suggest how this information could be used by the business. You may make recommendations as to possible actions or changes for the business based on the conclusions.
- You should use figures and percentages in your conclusion.
- Integrate your business knowledge, for example business terminology, definitions, terms and concepts.
- Integrate Maori Business Concepts where relevant.

CONCLUSION

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