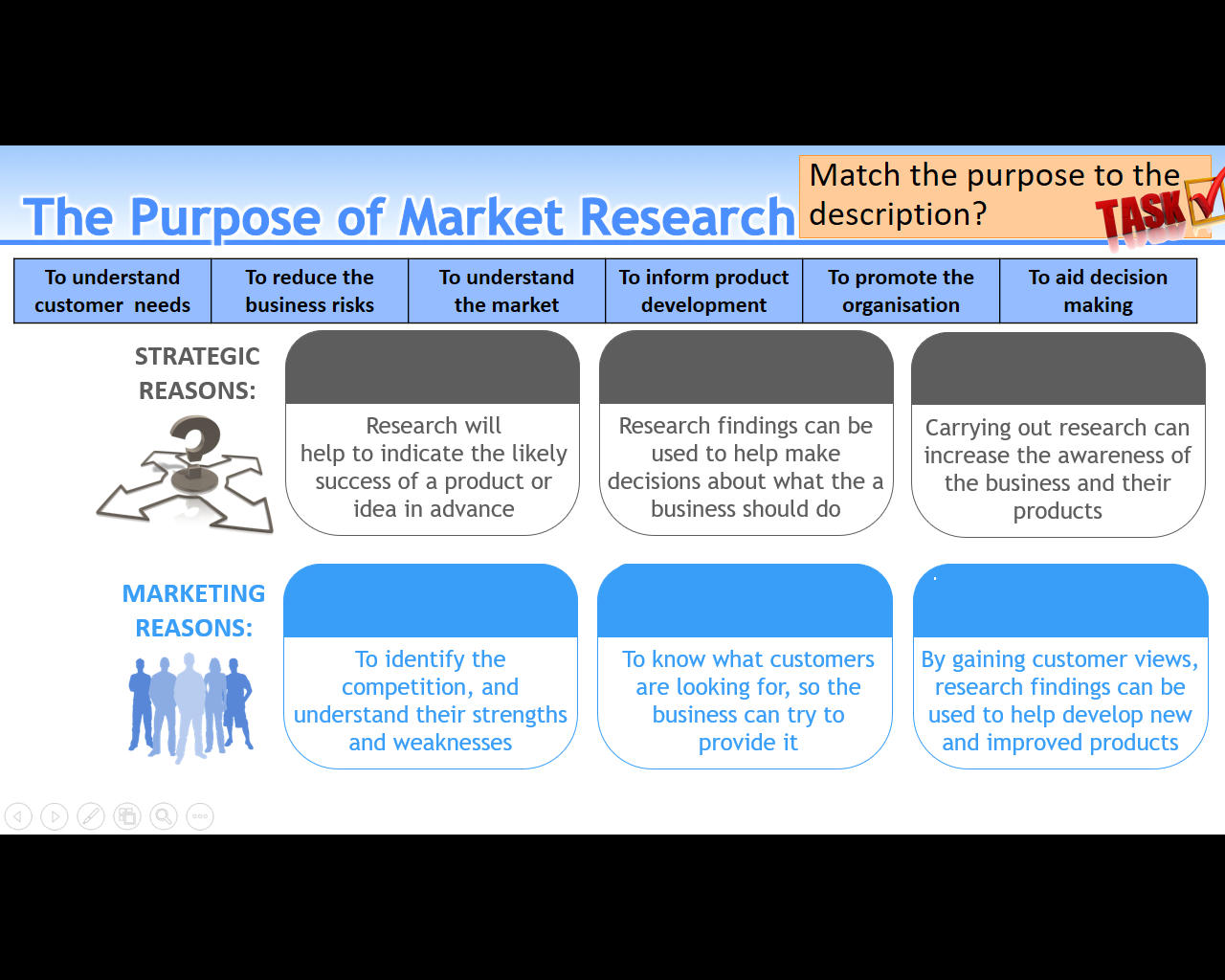
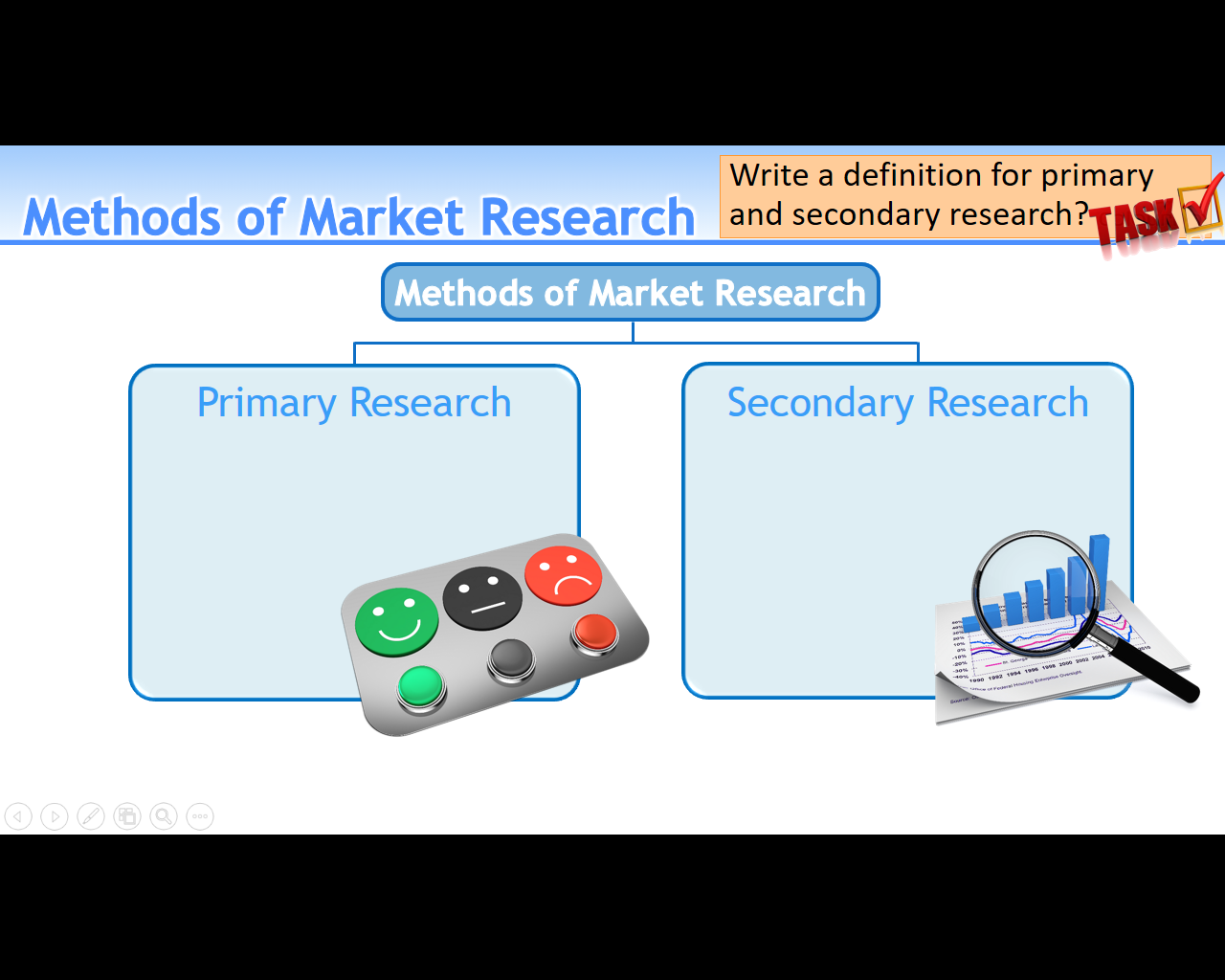
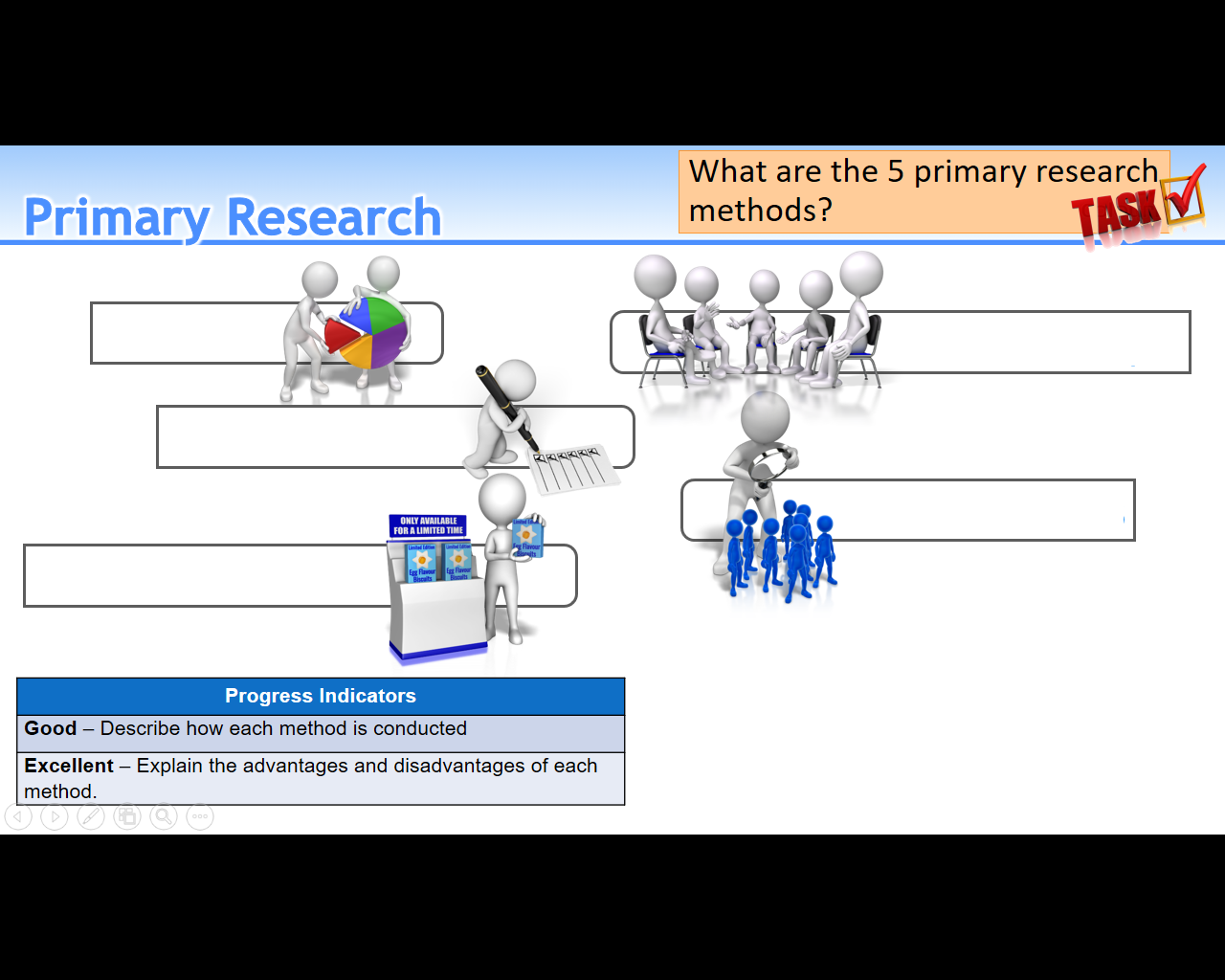
**1.4 - Purpose Market Research**



**1.5, 1.6 - Methods Market Research**



**Primary Research Methods**



**Secondary Research Methods**

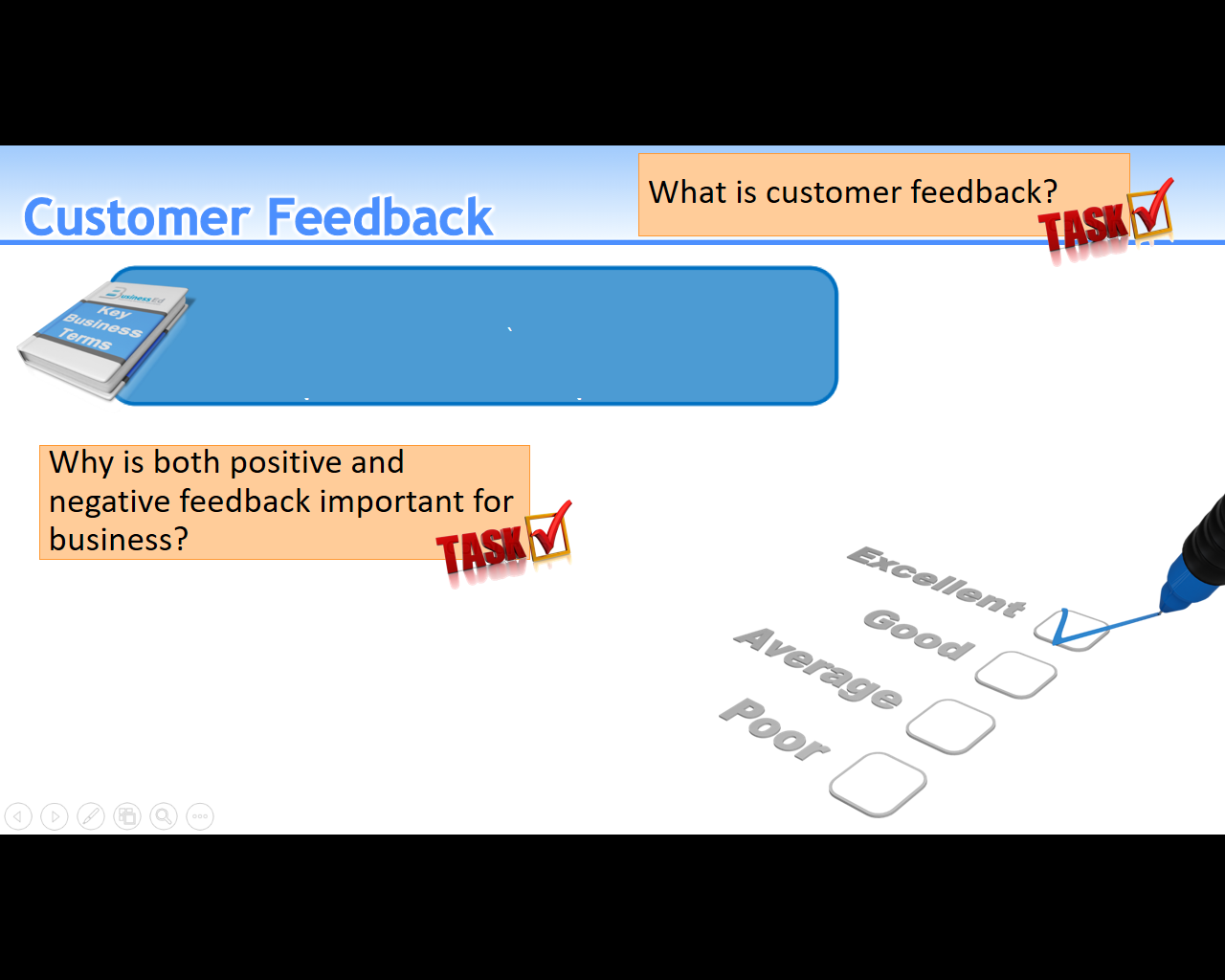
Primary

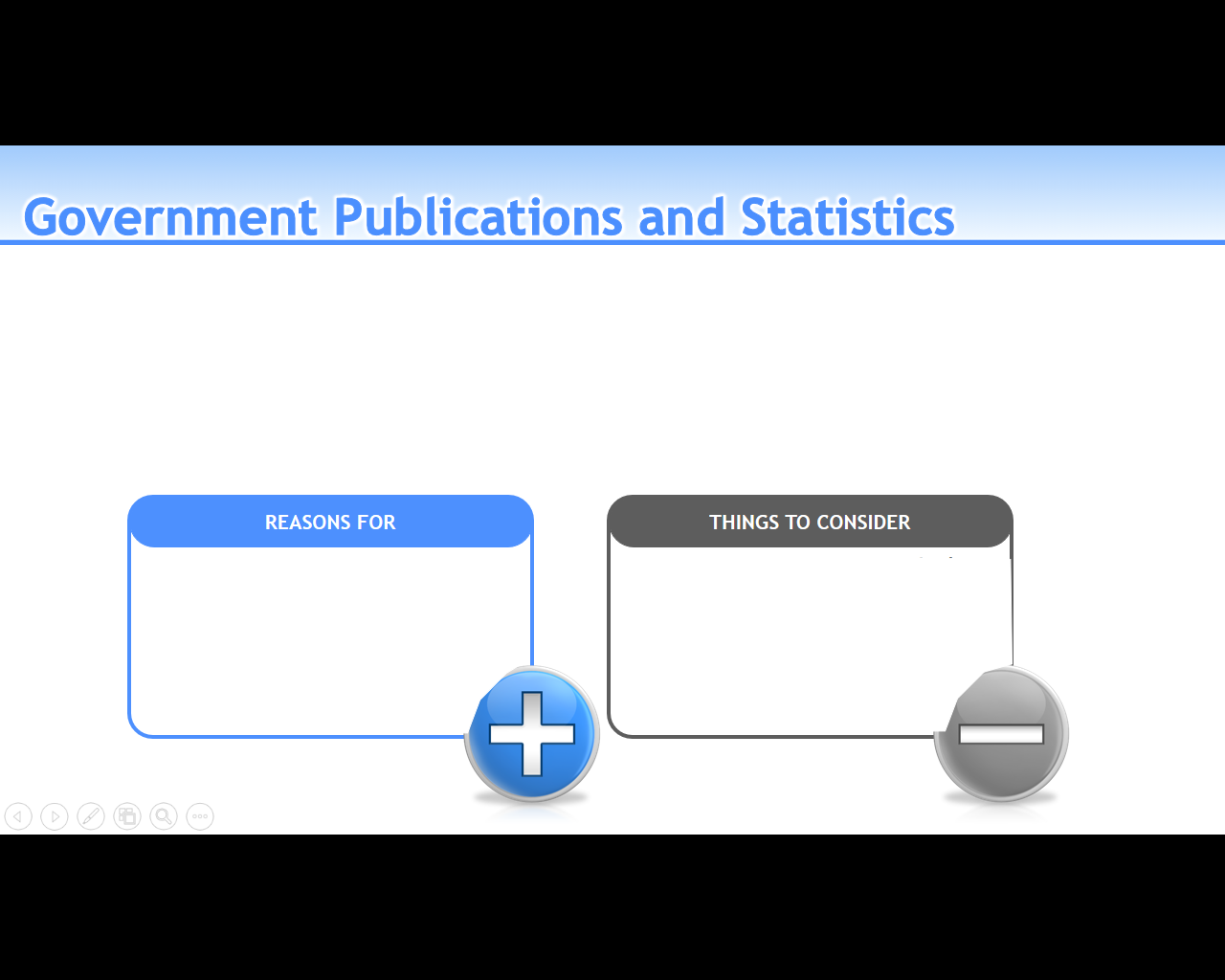
|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **How is it conducted** | **Reasons For** | **Things to consider** |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Secondary

|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **How is it conducted** | **Reasons For** | **Things to consider** |
|  |  |  |  |
|  |  |  |  |
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**1.7 – Customer Feedback**

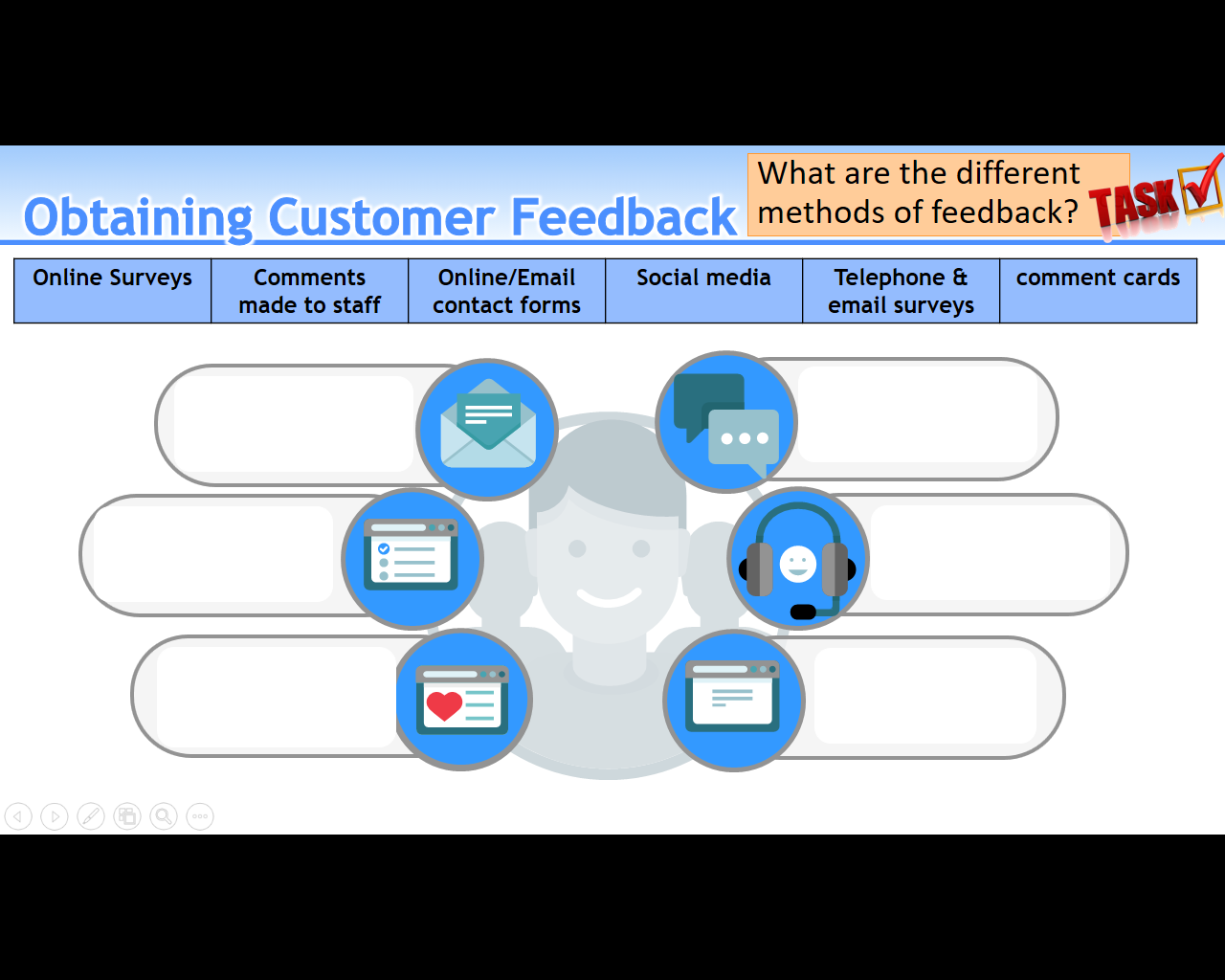




Negative

Positive

**Obtaining Customer Feedback**



|  |  |  |
| --- | --- | --- |
| **Feedback Method** | **How It works** | **What’s good about this method** |
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**Importance Customer Feedback**

