Assessment: Create a Simple Marketing Research Plan

Role: You are a *Marketing Manager* for an ice cream company.

This summer, you want to launch a **new ice cream flavor**, but first you must find out what people like.
To do this, you will **collect information, analyze it, and interpret it** to make a decision.

Think like this:

> "Before I make a new flavor, I need to ask people what they prefer."

Step 1: Collecting Information (Ask People)

First, decide how you will get information from customers.

Write:

- Who are you asking? (Target market)

- How will you ask them? (Choose 2 methods)

Examples of methods:

- Survey (paper or online)

- Interview

- Taste test

- Online poll

Step 2: Analyzing Information (Organize Results)

Now, organize what people told you.

Write:

- You will count answers

- You will use:

    - A chart

    - A graph

    - Or a table

- Find:

    - Most popular choice

    - Least popular choice

Step 3: Interpreting Information (Make a Decision)

Finally, explain what the results mean.

Write:

- What flavor should be made?

- Why?

- How will this help the company?

Sample Student Answer

Company: Sunny Scoops Ice Cream
 Goal: Find the best new flavor to sell this summer

Step 1: Collecting Information

"I will collect information from people before choosing a new flavor."

- Target Market:

    1. Students aged 13–18 at my school

- Methods:

    1. Survey with 3 questions

    2. Taste test with 4 flavors (Mango, Chocolate Mint, Cookie Dough, Strawberry)

I will ask 25 students from different classes.

Step 2: Analyzing Information

"I will organize the results."

Results from survey:

- Cookie Dough: 10 votes

- Chocolate Mint: 7 votes

- Strawberry: 5 votes

- Mango: 3 votes

I will put this in a **bar graph**.

Step 3: Interpreting Information

"This tells me what flavor to make."

- Cookie Dough is the most popular.

- Mango is the least popular.

- This means:

    - We should make **Cookie Dough** as the new summer flavor.

    - It will likely sell more and make more profit