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Research methods

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Develop a qualitative research design study, and the related data collection methods and analysing techniques regarding the implications to supply chains and trading as UK exists the EU.

1.0 introduction

The aim of this assignment is to Develop a qualitative research design study, and the related data collection methods and analysing techniques regarding the implications to supply chains and trading as UK exists the EU. The first part of the report will focus on the question, and how it is asked as explained by (Yin, 2003). The next step was to look at research design (Saunders, Lewis and Thornhill, 1997) believes in this section the researcher should focus on how they will get the answers that are required and setting out which methodology can be used, and for this report the methodology will be qualitative research. The next section discuss how sampling the population Is more realistic than trying to collect data on the entire population (Saunders, Lewis and Thornhill, 1997). The same source also explains what is meant by secondary, and what types are available to researchers. With the advancements in technology the use observational research is proven to be useful, as (Saunders, Lewis and Thornhill, 1997) discovered. The final part of the report will look at many sources to gather secondary data to answer the question that's been given.

2.0 research question

The question that is being asked, and the way it is being asked has a big influence on how the research is completed. The question being asked in this report is, what the implications to the supply chain in the United Kingdom is, and how will trading be affected as the United Kingdom leaves the European union. As (Yin, 2003) explains there is a basic way to categorize different types of questions with the series of words such as; who, what, where, how and why. The questions being asked would fall under many categories;

firstly, **what** are the implications to the supply chain?

Secondly, **how** will trade be affected after leaving the European union? Those two words (Yin, 2003) explains that given the way the question is written secondary research would be a viable option to gather research.

3.0 Research design

The first step of gathering data is of course deciding on the question or questions the researcher wants answered. Once The question has been set, the researcher should be set on deciding how they would go about getting the answers from their research questions (Saunders, Lewis and Thornhill, 1997). It should also be remembered that it is vitally important that the research question givens should be clearly stated. In the case for this report the research question is implications to supply chains and trading as UK exists the EU.

4.0 Methodology

There are three methodology choices that can be used for research purposes;

firstly, there is quantitative research which focuses on different variables, and the data can be examined within statistical programs such as SPSS and can show results through graphs and tables to illustrate the results.

Secondly, qualitative research on the other hand steps away from number altogether and explores other methods of gathering data in other locations such as reading transcripts, and group discussions.

Finally, the two research methods can be combined. As discovered in (Yin, 2003) a company might need to discover which variables need to be researched in the quantitative research, and by conducting qualitative research which could be using an interview.

5.0 Selecting samples

As (Saunders, Lewis and Thornhill, 1997) explains no matter the research objective or question the researcher should consider the need of a sample. They go on to explain that it may be possible to complete a census, which entails gathering data, and analysing from each group member, but as discovered it is not always possible to collect and analyses data due to restraints such as time. It can often be very time consuming, and very expensive, but that is not the only challenge access is often an issue.

The need for sampling is very important, because it is unrealistic for the researcher to gather data on the entire population that why a sample is needed. (Saunders, Lewis and Thornhill, 1997) discovered that sampling becomes very important when the research is gathered through observation, interviews, and questionnaires.

When it comes to sampling techniques there are two options a researcher can take. There is probability or representative sampling, and non-probability sampling. As discovered probability sampling is mostly used for survey research. For this report the focus will be on non-probability which unlike probability sampling does not require a sample frame, as discovered in (Saunders, Lewis and Thornhill, 1997) this technique does not hold any statistical weight, nonetheless there are many process to collect data, such as a small selection of case study research, or if the case study is information rich it might be possible to gain an theoretical insight. group workshops can also be used. But most of the samples collected are at the researcher's discretion and judgement.

6.o Secondary data

As discovered by (Saunders, Lewis and Thornhill, 1997) when a researcher is trying to obtain data to answer their question it is increasingly likely that they are looking at data which was originally collected for alternative purpose. This data is called secondary data. The use of secondary data has many advantages to the researcher. As discovered over the last decade the amount of secondary data sources has greatly increased, and more and more companies are collecting and storing data to aid day to day operations. The data collected to help aid the company could be payroll details, and any transactions the business has made. When it comes to secondary data the researcher will have to discover if the data is raw, or is it compiled.

Raw data- This type of secondary data has been collected but has yet to be examined.

Compiled data- Un like raw data, compiled data has been analyzed and will have some sort of summary. This data can also be called cooked data (SearchDataManagement, 2018).

There are many locations the research can look to obtain the data needed as (Saunders, Lewis and Thornhill, 1997) explains that there are three main sub groups of secondary data which are;

Document- which can be text where the researcher can gather data from resources such as newspapers, diary's, interviews, and even social media. Another option is to look at non-text documents such as images, video recording and radio.

Survey- firstly it could be a census for example a census of employment, or population. The survey could be continuous such as an employee attitude surveys, which a major online retailer Amazon carry out at the beginning of each day through multiple choice questions on a hand-held device. Finally, there is an Ad hoc survey, which are completed by academics, organizations, and government.

Multiple source- data gathered from locations such as the Financial Times, books and journals is known as snap shot data, and finally, longitudinal which is data gathered from locations such as newspaper reports and big data sets.

for this report the data that will be used will be from interviews, and government publications, which come under documents and multiple source respectively.

(Hui G CHENG, 2018) Believes that there are both advantages and disadvantages for using secondary data. Firstly, as discussed earlier the cost of using secondary data can often be free to the researcher, or there may be a small fee to have access which is still a small price to pay in comparison to doing primary research. The data is also made presentable by a professional so that it is easily understood. Along with the advantages comes negative effect such as the original data collected might not address certain aspect of the researchers question or objective. Also, data gathered might not be analyzed by the researcher, and certain outliers in the data may be dismissed when they might prove useful.

7.0 Data through observation

This method for collecting data has been overlooked by researchers in the business field for some years, but as (Saunders, Lewis and Thornhill, 1997) explains this method can be

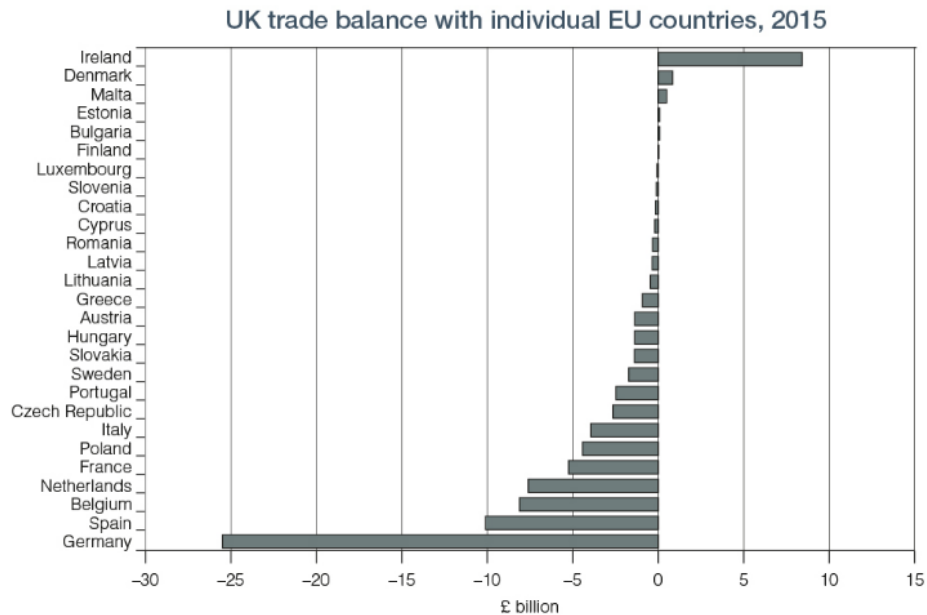
very rewarding and enlightening, which offers a different prospective on how tasks are being performed. Through the developments in modern technology there are many ways the researcher can collect this data. With cameras being so small they can often be worn without notice and offer the recorder to collect data from their point of view. This has proven to be very useful for police forces across the country while patrolling the streets. The cameras have helped by aiding when an incident occurs, and the events differ, also if members of the public are aware that they are being recorded they are more likely to behave accordingly.

8.0 Secondary Data gathered regarding Brexit and its effects

8.1 Product safety

this report will now look at secondary sources and look at the question that need to be answered. The first document examined is (GOV.UK, 2018). The document investigates the impact on trade when the United Kingdom leave the EU. the document shows that the both parties are currently benefiting from their close relationship, and it is in everyone's interest for trading to remain the same after Brexit. One big advantage the document shows is that the UK imported more from the EU than the UK exported to the EU in fact the document shows trade between Germany, which shows the UK importing twenty-five billion more than we export, which is also shown in figure 1. By those numbers it would greatly affect the EU if an exit deal is not agreed. But as discovered in this document until the UK successfully exit the EU they are unable to trade with the rest of the world, instead they must follow trade agreements set out by the union, which includes product standardization and safety both of which are EU legislation. Will that change after Brexit?

(Figure 1)



(GOV.UK, 2018)

Brexit secretary David Davis believes that leaving the single market will have no impact on the UK regarding product safety. He went onto say that the UK are unrivaled when it comes to product safety, and he explained that out of the top ten most implemented standards worldwide eight had originated in the UK. It could be said that product safety will not be affected after Brexit (GOV.UK, 2018).

9.0 Brexit effect on the automotive industry

Another major concern of Brexit is on the automotive sector in the UK and how it will be affected. To get some insight towards this matter several sources will be examined to try and see the full picture.

Now goods can freely move around the EU without any trade tariff placed upon them, but as (Civitas.org.uk, 2018) discussed that that will soon come to an end. The article goes onto say how major manufacturing companies are worried of what the future holds. Those companies such as BMW and Nissan. Nissan head of European Manufacturing, Colin

Lawther has advised the government that the company need a 100 million to secure the UK supply chain. They went onto say that they will not succeed without the help of the government. The struggle in this sector due to Brexit is also seen in the next article.

(Ft.com, 2018) explains that the relationship between the EU and UK is splitting with companies betting on their futures without any reassurances from government. They explained that 1000 managers were asked about Brexit and its impact by the chartered institute of procurement and supply. The data they gathered explained that 20 percent of British business have had difficulty in securing contracts which proceed Brexit in 2019. Many of the EU supply managers have said that their supply chain will move outside of the UK, on a positive it could force many companies to choose UK based companies instead of going abroad as shown by McLaren.

10.0 Analysis text

As discovered by (Saunders, Lewis and Thornhill, 1997) when analysing qualitative data the researcher can use a computer software called CAQDAS computer assisted qualitative data analysis software. This can be used to detect any key words the researcher is looking for in an article.

11.0 Conclusion

Develop a qualitative research design study, and the related data collection methods and analysing techniques regarding the implications to supply chains and trading as UK exists the EU. As discovered in the beginning of the report how important it is for the question to be clear and understood Yin, 2003). The next step that was taken was to select which methodology should be used. After the methodology is selected the next step was to decide on a sample size which when conducting research through observations, or interviews proves very useful, because instead of asking questions to a random sample the people being asked should have some knowledge of the subject. This report looks at secondary data which is data that has be collected for other means, as (Saunders, Lewis and Thornhill, 1997) explains there are many advantages with secondary data such as lower related cost, and it is widely available.

In the final section of the report secondary research has been used to gain an insight into the problems being faced. The first section looks at how will product safety be affected. Both the documents above show the use of secondary taken from government documents regarding the effects of leaving the union and would there be an impact on product safety being that now the UK have to adhere to European regulations, and as discovered they will continue to do so after Brexit.

The second issue looked at was the impact of the automotive industry. The two sources examined discuss the impact on the supply chain of major automotive companies up until, and after Brexit. And how uncertainty in the future is affecting their supply chain.

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