

GROUP PROJECT REPORT

by Kathy Clanford

Submission date: 01-Aug-2024 08:45AM (UTC+0100)

Submission ID: 238146404

File name: 50492_Kathy_Clanford_GROUP_PROJECT_REPORT_587710_986579999.odt (40.8K)

Word count: 1883

Character count: 11017



GROUP PROJECT



Module ACBA4014 KATHERINE CLANFORD
2317600

Contents

Introduction	2
Market research	3
Conclusion	6
Referencing.....	7

Introduction

This report will give you an overview of the group project that our team completed. Our goal was to carefully use designed surveys to gain feedback and insights from our target population. We think that this will help us better understand consumer preferences and the state of the market.

The objectives we set were to identify customer behaviour and current market trends, evaluate how pleased customers are with the current offerings, find possible places for innovation or improvement, and compile insightful comments to make wise decisions.

Our goal was to efficiently use survey instruments to get accurate and pertinent information that will inform our business plans and activities. We have created and disseminated surveys specifically for our intended audience. Additionally, we have gathered information and started the process of assessing the information to draw conclusions that are insightful. Our group has collaborated to make sure the questionnaires were designed to be functional for the intended purpose and free from bias.[3]

We have carefully crafted and distributed surveys intended to collect interest-based data categories. We have worked together to gather and start analysing replies to identify important patterns and trends that will support the success of our project. [3]

We choose market research using surveys as our project emphasis because we understand how important it is for customer insights to influence profitable business plans. To develop goods and services that appeal to our target market in the fast-paced, cutthroat market of today, it is critical to comprehend consumer preferences and behaviours. We decided as group on this project to ensure alignment with industry trends and consumer expectations by bridging the gap between organisational products and market wants. [1][2]

creates unique insights that can't be found through other means such as social media or customer feedback, an in depth understanding of what customer's needs, wants, and behaviours which cannot be obtained through superficial methods. Market research helps businesses understand customer needs and preferences, enabling them to improve the customer experience.

Our survey was tailored to the Port Talbot community, we have included a range of questions and feedback to enable each member to provide their own unique perspective. We have all talked about each topic as a team to personalise it and ask questions that no one else has. We have narrowed our focus to the Port Talbot community to reach a specific audience.[3]

Combining different project management techniques and technologies together can greatly improve a group project's efficiency and teamwork.

With Microsoft Loop, Agile approach, Project Life Cycle, and Office, your team may efficiently cooperate and provide research outputs of superior quality. Combining the distinct benefits that each of these techniques and resources offers help improve communication, expedite procedures, encourage innovation, and guarantee a thorough approach to resolving project obstacles. We could all collaborate and communicate with each other virtually using these applications, and it was a great way to see our progress together.[7]

Our survey was used at the beginning of the project to collect baseline data, establish objectives for follow-up investigations, get input, and modify our plans of action. We could monitor shifts in customer attitudes, opinions, and behaviours over time by using our survey on a regular basis. [3]

Having agreed as a team that our surveys were cost-effective for us and that they are a quick and effective way to get instant input and make decisions.

Our statistical software makes it simple for us to examine survey data, providing quick and simple insights. This can be used to monitor development and assess the success of marketing initiatives by monitoring the results.

In a group project, each member typically has specific responsibilities to ensure that the project runs smoothly and efficiently.

Each of us had a function that fit us well, our Project Manager and Specialist oversaw overall project planning, coordination, and execution from beginning to end. They oversee establishing objectives, specifying deliverables, draughting a project schedule, and allocating resources to guarantee the project's successful conclusion. In addition to supervising the project team and liaising with stakeholders, the project manager guarantees timely and cost-effective project delivery. [5]

Shaper and Implementer In group dynamics, a "shaper" is a typical function that can, depending on the situation, refer to a person who shapes ideas and behaviours and directs the project. The shaper's role is essential to guiding the project towards success. A shaper keeps the team focused and helps it accomplish its goals by encouraging communication, fostering group dynamics, and emphasising idea generation. The capacity to communicate effectively, be flexible, and exercise strong leadership are essential qualities for a shaper in any kind of group environment.

Resource investigator and plants for a market research study to succeed, positions like "Resource Investigator" and "Plant," who is frequently referred to as "Plant" in team dynamics, are essential. Every role has distinct duties and adds something special to the project.[5] The Resource Investigator and Plant roles are crucial for striking a balance between creativity and meticulous analysis in a group market research study. The Plant encourages creativity and original ideas, while the Resource Investigator offers crucial market insights. When combined, they produce a strong project that is informed and creatively motivated, which eventually produces more successful results.[5]

Monitor Evaluator and Complete finisher The positions of Completer/Finisher and Monitor are crucial in a market research project to make sure that deadlines and standards are met. The roles and their contributions are listed below, along with how they can work together to improve the project's success. The Monitor and Completer/Finisher positions are crucial to a market research group project's effective accomplishment of goals and thorough evaluation. The Completer/Finisher concentrates on detail and final presentations, while the Monitor oversees and guarantees adherence to quality and deadlines. When combined, they guarantee the project's results' integrity and polish, which raises the deliverables' general efficacy and level of professionalism. In the end, cooperation between these responsibilities results in a comprehensive and fruitful market research project. [5]

We used Open-ended questions (Qualitative): These are questions that cannot be answered with a simple 'yes' or 'no'. They require the respondent to provide more detailed answers, often in their own words. For example, "What service or business would you like to see in Port Talbot and why?" These questions are useful for gathering in-depth insights and understanding the reasons behind certain behaviours or opinions.[4]

Close-ended questions (Quantitative): These questions can be answered with a 'yes' or 'no', or any other specific piece of information. They often involve choosing an answer from a provided list. For example: What is your age? What is your gender? These questions are useful for gathering measurable data that can be easily analysed statistically.[4]

As a team, we concluded that our survey made it easier for us to investigate our findings and allowed for quicker data gathering and analysis. Collectively, we discovered that our survey was more affordable, had higher response rates than surveys conducted on paper, and allowed for speedier analysis to facilitate quicker decision-making. We used social media to conduct our surveys which was convenient and an efficient way to gather feedback from our audience.

Businesses can acquire important insights that help them remain ahead of the competition and enhance their goods and services by strategically utilising market research and online surveys.[4]

We also think that our findings will do more than just help individuals to start up. Those findings also can help existing businesses to adjust and be aware of people's needs and new shifts in trends. We are hoping that our project can help the local economy grow and develop, and could lead to more jobs, better services, and a better quality of life in these areas.

Each of us had a function that fit us well, and our project manager and specialist oversaw overall project planning, coordination, and execution from beginning to end. They oversee establishing objectives, specifying deliverables, draughting a project schedule, and allocating resources to guarantee the project's successful conclusion. In addition to supervising the

project team and liaising with stakeholders, the project manager guarantees timely and cost-effective project delivery.[6]

For businesses and organisations, analysing data from surveys and market research is essential for a few reasons, all of which support strategic planning and well-informed decision-making. Examining data from surveys and market research yields insightful information that influences product creation, marketing effectiveness, strategic planning, and the performance of the company. Businesses may use this data to better serve their consumers and adjust to shifting market conditions, which will ultimately result in growth and sustainability. The town appears to have a need for a nail salon, according to our market research based on the results of the survey.[6]

Conclusion

We talked about our project topic idea as a group. We all agreed with, our project manager, when she suggested this topic. The project's topic was supposed to be a nail salon, but after two weeks into it, two group members changed it to market research. I discussed with the project manager about my concerns as we were not all singing off the same hymn book, and we met over WhatsApp to talk about all our concerns. This was a constructive communication that helped us get back on track.

The purpose of the study was to determine which businesses or services the people of Port Talbot would need, as well as any holes in the market that might emerge.

Since market research helps businesses understand their target customers, rivals, and industry trends, I believe it is an essential part of company strategy. Businesses can make well-informed decisions that meet client requests and propel commercial success by performing thorough market research.

We explored the idea of what we were going to do, determined its significance and possible rewards, and laid the groundwork from the very beginning of our project. We adhered to the methodical approach that our project manager suggested, and the secret to successfully managing and guaranteeing the successful completion of our project is ongoing assessment and modification of the project lifecycle.

The project manager, in my opinion, had a very clear understanding of her role, but one of her weaknesses was that she found it difficult to assign tasks to other members. As a result, we had to ask our lecturer for guidance and support. Other members chose their own titles that fit them best. Some members' lack of communication also affected the project's objectives and tasks. It was determined that lessons may be drawn from this lack of communication to avoid repeating the same mistakes in future projects.

Referencing

- [1] “5 reasons why marketing research is important to your business,” Kantar, <https://www.kantar.com/inspiration/research-services/why-marketing-research-is-important-pf> (accessed Jul. 29, 2024).
- [2] “Why market research is important: Benefits of Market Research,” Cint, <https://www.cint.com/blog/why-market-research-is-important/> (accessed Jul. 29, 2024).
- [3] K. Kelley, B. Clark, V. Brown, and J. Sitzia, “Good practice in the conduct and reporting of survey research,” *International Journal for Quality in Health Care*, vol. 15, no. 3, pp. 261–266, May 2003, doi: <https://doi.org/10.1093/intqhc/mzg031>.
- [4] “Difference Between Qualitative and Quantitative Market Research,” *www.driverresearch.com*. <https://www.driverresearch.com/market-research-company-blog/difference-between-qualitative-and-quantitative-market-research/m>
- [5] Belbin, “The Nine Belbin Team Roles,” *Belbin*, 1981.
<https://www.belbin.com/about/belbin-team-roles>
- [6] S. E. DeFranzo, “4 Main Benefits of Survey Research,” *Snap Surveys Blog*, May 21, 2019. <https://www.snapsurveys.com/blog/4-main-benefits-survey-research/>
- [7] “Get started with Microsoft Loop - Microsoft Support,” *support.microsoft.com*.
<https://support.microsoft.com/en-gb/office/get-started-with-microsoft-loop-9f4d8d4f-dfc6-4518-9ef6-069408c21f0c> (accessed Jul. 30, 2024).

GROUP PROJECT REPORT

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

62/100

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
Limited references. Good to see inclusion of a journal referenced. Numbered throughout the text and bibliography to IEEE standards. Some good literature referencing for the market research subject. A clear literature review would have been beneficial though.	10	4
2. Knowledge and Understanding Skills		
Good understanding shown of the task and of the subject. Good understanding of the methodology demonstrated. Good discussion around the project lifecycle and how it worked for the team.	20	12
3. Cognitive and Intellectual Skills		

The introduction sets the idea of the project well. Some background information to set the context and justify the project would have been beneficial here. Aims and objectives were desirable. Deeper evaluation of the team's performance overall would have been beneficial.	20	10
4. Practical Application Skills		
Cover page included with module, name and student number, and a title. Page numbers included with a brief table of contents.	10	5
5. Transferable Skills for Life and Professional Practice		
Cover page included with module, name and student number, and a title. Page numbers included with a brief table of contents. Reasonable if brief layout. Intro, market research and conclusion. The report could have been signposted better with more subtitles to improve the flow of the narrative. Use of third person terminology would have been better used than first person terminology. Good reflection in the conclusion of the team's performance.	40	22

53 x 60% = 31.8%

Combined Presentations

- Well designed and visually appealing and engaging presentation slides.
- Clear brand and theme carried throughout the slides showing good consistency.
- Well presented slides, visually eye-catching and good number of points clearly made on each slide.
- An agenda to what would have been in the presentation would have been advantageous in both presentations.
- Clear conclusion to first presentation, could have been done on the second.
- Good to see choices introduced and justified throughout the presentations.
- Good idea, laid out well with a good plan and roadmap.
- The speakers reading was a slight disadvantage, and would have been better if the presentation had been memorised and eye contact kept throughout.
- Time left for questions and the questions presented were handled well demonstrating good knowledge of the subject.

· **75 x 40% = 30%**

Overall 61.8%

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

