

Digital skills and research methods

BMSK4003

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Questionnaire

In Digital skills session, we were instructed to perform group task. To produce a questionnaire using google forms.

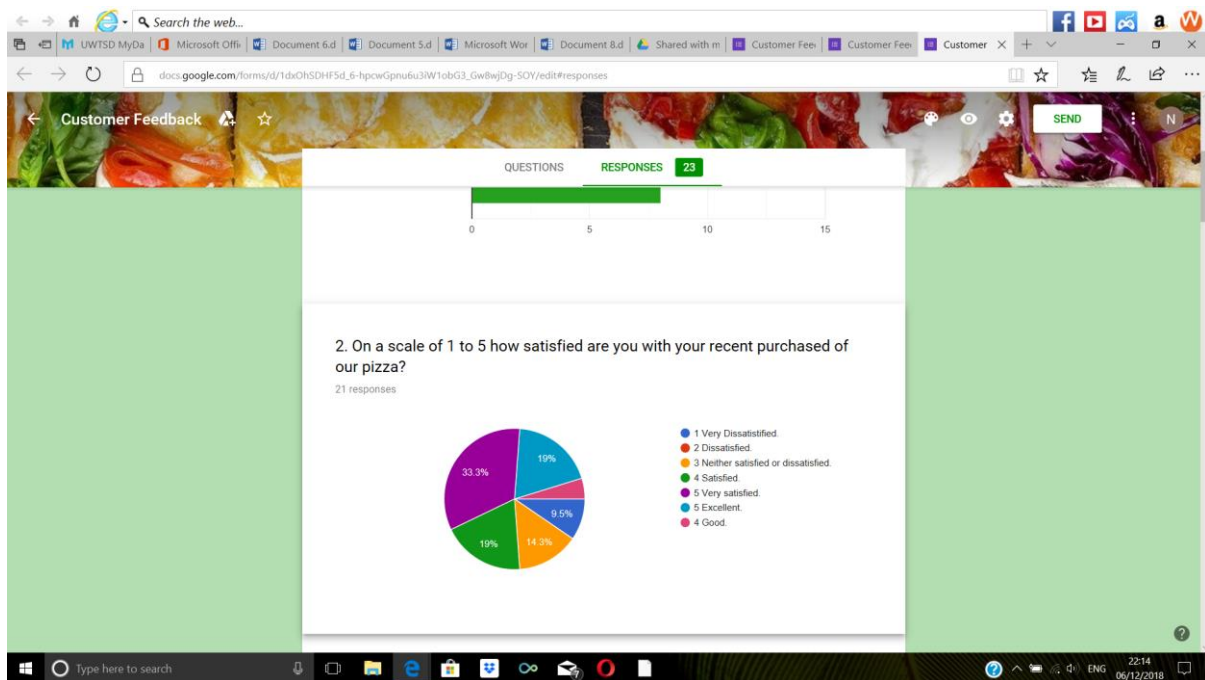
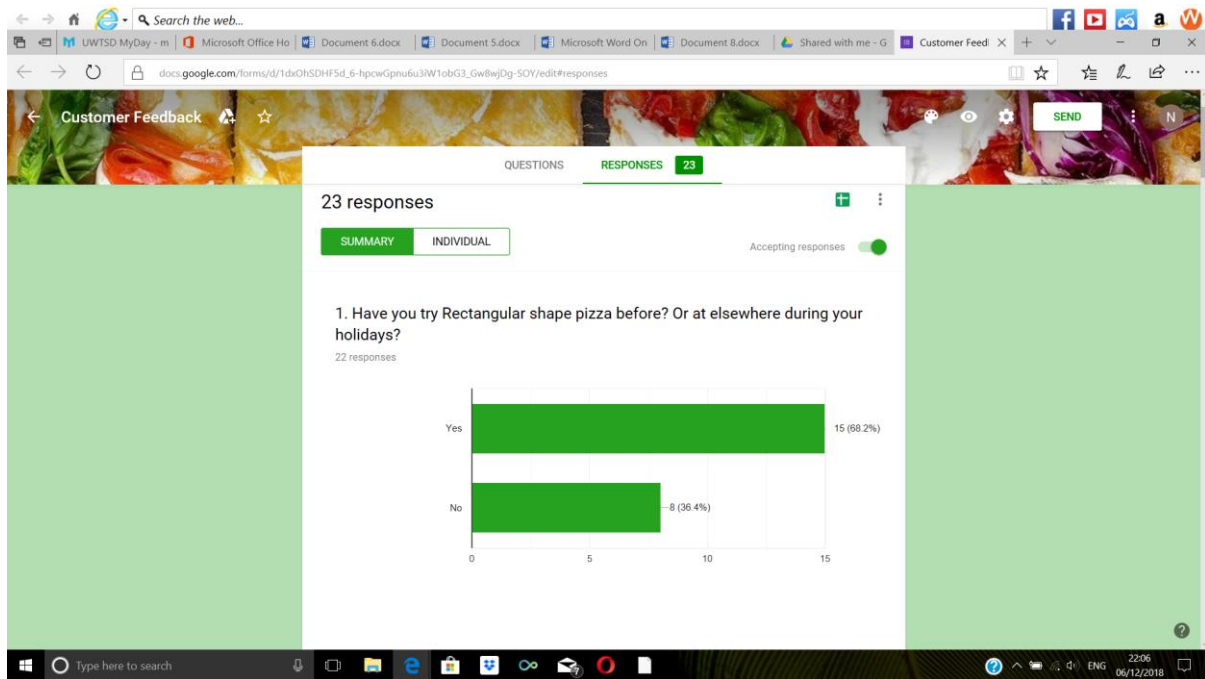
The purpose of designing a questionnaire was for Market research of our business plan, for the managing enterprise in the 21 st century module.

Our aim was to include 10 questions and get minimum of 20 responses. The questions were based on our pizza café, business. To compile this questionnaire, we conducted primary and secondary research methods, to identify specific needs of customers; to get customer feedback on how we can select a real tasty and enjoyable menu, that can enhance customers pizza mealtime memory.

It is important to have good, clear, attractive layout, not too long questions, inappropriate layout. The respondent should be able to understand the questions.

“Questionnaires can be an effective means of measuring the behaviour, attitudes, preferences, opinions and intentions of relatively large numbers of subjects more cheaply and quickly than other methods.”(McLeod.2018).

For the questionnaire we individually created 2 questions each. Also, we provided different question types for example; list questions, category and rating questions with pizza toppings images. After completion of the questionnaire, we emailed to other students in the class. Overall we had 23 responses, following are my 2 questions responses with a bar graph and pie chart in a screenshot;



The bar graph and pie chart indicate how people are already interested in the new rectangular pizza and how satisfied after purchasing it. customers like to try new things, specially the younger generation. And our target is how we can reach out to customers, keeping customers satisfied is our main goal.

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Weebly website

We also created a Business website for our managing enterprise 21st century module. our group task was to create a business website by using Weebly site, to promote the business. Weebly is free site to create business websites, blogs and store. Building the website which includes; homepage, menu + price list, contact details with map of location, Facebook page and links to questionnaire to fill in, for feedbacks. Our website is eye catchy, colourful with images of pizzas, desserts, coffee, photo of our lovely team members and logo with a snappy mission statement, which will grab readers attention and make them interested to visit us and try our new rectangular pizza. creating a business website is a great opportunity to accomplish many different marketing strategies to help your business to grow.

There are many benefits of building a business website for instance; online marketing to promote your products and services has become more popular now days, more convenient for customers, they can access and purchase anytime, the more customers you have the more sales you generate. Moreover, the benefit of creating a blog in the website, will be current updates of the business, with bigger headlines with clear messages attracts customers easily.

In our groups we all contributed towards creating the website. As I was managing the human resources of the business. I preferred creating the contact part by writing a welcoming friendly message.

Following are the screenshot of contact part;

