

Digital Skills and Research Method BMSW 4003-CARD

Questionnaire Analysis

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Questionnaire Analysis

In this document, I will analyze the key finding of my business plan questionnaire. Before designing this questionnaire I was determined to administrate to achieve the high quality and meaningful answers for my business plan. I have carried out the primary research for this questionnaire to target the potential market in my business plan.

Age Group

[More Details](#)

1-25	0
26-35	7
36-55	4
55+	0



Q1 Graph Analysis:

In this demographic analysis excuted among 11 respondents, and the graph represents the age group from which individual are

mainly taken to gather suitable information for the intention of reaching appropriate results. It is apparent that 64% of the individual are in the range of 26-35 years old and 36% is 36-55 years old. Although the age difference is not huge in both groups, however the way of thinking and decision making can be at variance from each other. Therefore, out of that 7 people are from the age group of 26 to 35, as per the consideration of this survey, and a marketing strategy we can focus on this age group and make up a large portion of customer base.

Q2 Graph Analysis:

Email: Please enter your email address by giving your consent to keep it in our record and send you promotional emails in future?

[More Details](#)

11
Responses

Latest Responses
"andrei.bitculescu@gmail.com"
"vlaicu_gina91@yahoo.com"
"Stefanadrian.burhala@gmail.com"

The question has been asked for taking the email address of the participants for the intention of keeping their consent in the records and getting promotional emails in future. Therefore, individuals are very much concerned over protection of their private data, therefore the business needs to provide the consent under the general data protection regulation and must ensure the participants for safeguarding their private information. However, GDPR is recognised to be the core of Europe's digital privacy legislation and the analysis that all over the selected participants are providing their email under the GDPR. In addition to this, the recorded emails help the business in informing the participants about the promotional activities and the plans that are beneficial for business growth.

Do you have any dietary requirements ?

[More Details](#)



Q3 Graph Analysis:

In this survey the study has been executed for analysing the dietary requirement of the respondents, and it shows the result of 64% of the

participants are non-vegetarians and 36% prefers others, none of the participant were interested in vegetarian or vegan.

Therefore, the target market will be non-vegetarian participant. However, vegetarian food is effective but not able to render protein and any other required strength to the people. In addition to this, remaining participants are in favour of others, as they are concern over-consuming high protein and health food as their dietary requirements.

Would you like to attend a class where you can track your Slimming World Syns, Weight Watcher Points or any other diet plans ?

[More Details](#)



Q4 Graph Analysis:

In this graph analysis, it has been determine the choice for the people to attend a class where an

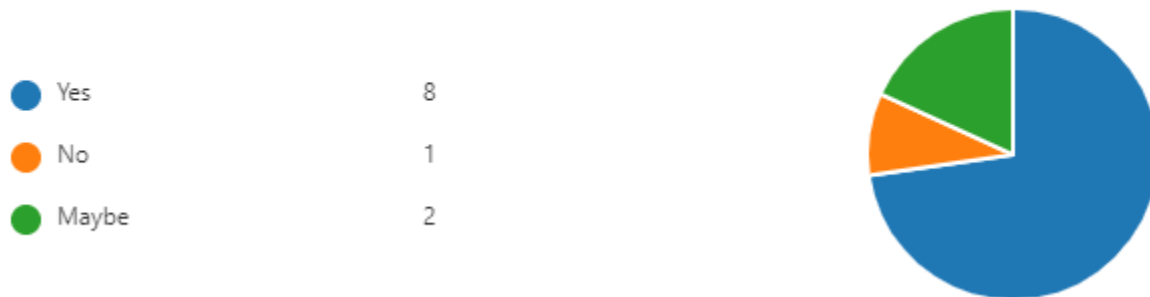
individual can track their slimming world sync, weight watcher points or any other diet plans. Therefore, the execution has been implemented among 11 participants who are concern about their health and seeking for living a healthy life. 7 out of 11 people are agreeing with the statement as they majorly want to attend the classes where they can track their slimming world Sync, weight watcher points or any other diet plans, that are significant to providing them suitable guidance to maintain appropriate health condition and preferring suitable diet that is fixed for

their routine and health situation. In addition to this, they are making a regular update on their physical update regarding weight, size and so on. However, 1 individual is not in favour with the same, as per their view, they are not concern over attending the classes and remaining are not really in concern as they might prefer to attend the classes but not for sure.

Q5 Graph Analysis:

Would you like to attend Virtual Cooking class ?

[More Details](#)



In this present investigation report the analysis has been developed to determine the perception of people regarding their liking about attending the virtual cooking classes, therefore, 8 out of 11 people are in approval with the same as per their view, they would like to attend cooking virtual cooking classes for the intention of receiving appropriate detailed in relation to the preparing the diet meal as it is required for an individual to preferring suitable diet idea to cook healthy food and maintain effective health condition. Furthermore, 1 participant is not in favour with the same as per their view, they would not prefer virtual class and remaining two participants are likely to uncertain regarding their virtual cooking classes.

Summary:

From the descriptive evaluation of the study, it has been analysed that, this is the most imperative area of an investigation as it is effective in providing suitable analysis with the views evaluation of the people as it leads the work in the right manner to drawn valid and reliable results. The present study stated that in this present investigation the major considered age group is 26 to 55, thus people from this age group are more concern for maintaining healthy living and also concern over improvising the health condition of the people. In addition to this, it has also been evaluated that, the entire selected population agrees to provide their email address for the purpose of keeping them up to date with the plan and diet ideas under the regulations of GDPR, therefore, this mainly ensures the participants about securing their private information. Furthermore, the study also initiates that majority of people are preferring non-vegetarian food because as per their view these are more healthy than the vegetarian meals. However, the study also stated that majority of participants are preferring virtual cooking classes for the intention of receiving suitable idea for making meals and also a concern to attend the classes where they can track their slimming world Syns, weight watcher points or any other diet plans.

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