

- identifying which providers and suppliers from the preapproved list is/are suitable.

Submission should include: -

You must provide:

A written Organisational Guidelines for Conducting Research (Step 1)

A brief written summary of your meeting with the staff member you commissioned for research (Step 2)

A written Work Plan Summary (Steps 3-5) with completed acquisition forms.

Your assessor will be looking for:

- Evidence that you have examined the case study and reviewed organisational requirements to develop market research plans.

Case study

You are the marketing manager for a 15 store chain of homeware stores in Brisbane called Houzit. The stores specialise in bathroom fittings, bedroom fittings, mirrors and decorative items. As part of the strategic plans of the business, the board want to broaden the store offer by including lighting fixtures in the assortment mix. The board identified the need to carry out market research to determine the market feasibility of adding the lighting fixtures category to Houzit's assortment. The board have requested that this work be undertaken by a specialist market research firm with extensive knowledge of the target market and who can undertake a wide variety of research methods and complete the process in a timely manner.

The CEO has asked you to manage the entire market research process for the board. You are asked to liaise with the general manager of store operations and the group buying manager. Initially you are required to develop the guidelines for conducting the market research which must adhere with Houzit's policy and procedures. The scope of research to be undertaken encompasses the greater Brisbane area.

The CEO explained that the market research report together with your summary must be ready to be presented to the board in 8 weeks time. You have been allocated a budget for the project of \$15,000 to cover external consultants and associated external material costs. You are required to stay within this budget. Houzit's policy and procedures requires that you submit a Resource Usage application for all resources required in the project both internal and external.

Your marketing team consists of Tony (search engine optimisation and website maintenance), Marie (advertising and public relations) and Joanne an administration officer. You have asked Tony to take responsibility for the operational aspects of the project and estimate that it will take up 50% of his time over the next 11 weeks. Joanne will also be involved for about 20% of her time in attending to administration matters. You estimate that you will need to allocate 30% of your time to manage the overall project.

According to Houzit's policy and procedures the following detailed Work Plan Summary needs to be undertaken:

Definition/scope phase

Define research objectives

Define research requirements

Determine in-house resource

Compile a list of preferred consultants/suppliers.