

Tony prepared a list of preferred suppliers together with the products and services that they supplied to help determine the materials needed in accordance with the CEO's directive that it be a credible source, within the budget and easily accessible. These materials could be included in the project if required and it is within budget:

Homeware Trade association has an Australian wide industry report for \$1,000

Australian Bureau of Statistics has Census data for the target area the is mostly free but will costs about \$250 in search fees

IBIS market report covers each major market in Australia including the greater Brisbane area - \$1,200

Australian Chamber of Commerce has Australia wide surveys on industries \$1,450

Homeware Magazines and Publications is an international magazine covering innovations in home wares \$250 per quarter

Newspaper subscriptions covering local issues \$100 per quarter.

Resource usage application

Resource description	Resource quantity	Internal external	or	External resource costs

You and Tony meet with each of the consultants identified by the CEO and explain to the need to meet the time frame set by the board. You know that the Definition/Scope Phase together with the Consultant/Supplier Selection Phase will take 2 weeks. You also realise that you will need a week at the end to prepare your reports.

Tony explains that there is an expectation that they will be able to complete the following tasks in the time frame allowed:

- Develop market research information needs questionnaire
- Document information needs
- Identify information to be gathered in research
- Identify source of information
- Identify research participant
- Identify research technique
- Identify timing requirements and budget
- **Conduct research**
 - Primary Market Research including customer surveys, focus groups and interviews with Houzit staff/managers and customers.
 - Secondary Market Research including the materials provided by Houzit.
- **Document research findings**
- **Develop research report**