

Case study

The CEO has decided to use Lombards Consulting to carry out the market research work in relation to Houzit's plan to add the lighting fittings category to the assortment offer. Working from head office as 12 Clarence street Hendra Queensland, you organise to have a contract drawn up that covers all the areas of agreement in relation to the work including milestones.

The following activities occurred during the market research project.

- The phases Definition/Scope and Consultant/Supplier Selection were completed by the 2nd week of the project. 5% complete
- Develop market research information needs questionnaire – on time
- Document information needs – one week late – 10% complete
- Identify information to be gathered in research – one week late
- Identify source of information – one week late – 15% complete
- Consultant requests Houzit purchase all research materials – You approve everything except for the Australian Chambers of Commerce, Australia wide surveys costing \$1,450
- Identify research participant – on time
- Identify research technique – one week late
- Identify timing requirements and budget – two week late – 30% complete
- Consultant requests more time – You do not grant it.
- Primary Market Research including customer surveys, focus groups and interviews with Houzit staff/managers and customers. – Completed on time except for interviews with all Houzit managers and group buyer – 50% complete
- Consultant report difficulty working with store managers
- Secondary Market Research including the materials provided by Houzit.- Consultant requested internal customer data be taken off-site – You do not grant it - Completed on time – 70% complete
- Document research findings – on time
- Develop research report – two days late – 100% complete.