

## Assessment – 3 - Research project evaluation

Student Name:	
Student ID No:	

### Performance objective

This assessment task requires you to review the market research project and evaluate the findings that have been presented, as well as evaluating and recommending improvements to the research approaches and processes used.

### Assessment description

You need to develop a report describing and evaluating the research undertaken and the findings presented. As part of this report you need to review the project performance against the initial research project plan, and review the process for future improvements.

### Assessment instructions

From the case study provided you are required to prepare a final report on the market research process including information under the following headings:

1. **Findings:** A review of the research report provided to you by the consultant including:
  - a brief summary of the report findings
  - a description of how you confirmed the validity of information and data included in the report
  - a statement assessing the relevance and usefulness of findings against research objectives.
2. **Performance:** assess the project performance against the research plan.
3. **Review:** A review of the feedback provided to you from various stakeholders, and any changes to the process required by this feedback. Also review all of the monitoring reports and monitoring activities completed throughout the project (Assessment Task 2) and make recommendations for changes or improvements to the research process.

With your completed report you also need to submit a revised set of research guidelines (from Assessment Task 1) incorporating the changes noted in your report for use in the next market research project.

### Submission should include: -

You must provide:

- A written Final Report (Steps 1-3)
- Written revised Research Guidelines for the organisation.

Your assessor will be looking for:

- Evidence that you have examined the case study and have reviewed the market research process for the organisation.