

Year 12 Business Summer Work

Hi all,

For your summer work, we would like you to research and fill in the table below about the different types of market research. This will link into the course for 1.1.2 Market Research.

Mr Sadler & Miss Cushion

Research	Definition & Examples	Advantages	Disadvantages
Primary Research			
Secondary Research			

Question	Answer
Why do businesses collect data?	
Why does a business collect data on the market they are operating in?	

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