



Marketing Research Plan Proposal Example



Client Name: ZMX Global, Inc.
Brand: Bon Vivant: Organic Gourmet

By: Sean Doyle & Martin McDermott

AB/MT219: Marketing

Marketing Research Plan Proposal

Introduction

Headquartered in New York City, ZMX Global, Inc. is a large global food company operating in over 51 countries around the world. Most commonly known as a fine foods company, ZMX Global, Inc. has an impressively unparalleled portfolio of brands and products with an international appeal. ZMX Global, Inc. focuses on providing exquisite culinary products to consumers by being the top purveyor of premium quality ingredients to the finest food retailers in the world. One renowned brand owned by ZMX Global, Inc., known as Bon Vivant, provides the highest quality frozen foods in the retail marketplace. Bon Vivant produces frozen entrées to meet the needs of consumers in the market for frozen readymade meals.

Purpose Statement

Through conducting secondary research, the ZMX Global, Inc. marketing team has identified a steady demand for organic foods in the consumer marketplace in the U.S.A. (Beesley, 2009). Based on this trend, the marketing team has created a preliminary product line idea called Bon Vivant Organic Gourmet, a readymade frozen organic food product offering. The purpose of this marketing research plan proposal is to present a process for collecting and analyzing data that will be used to determine the need for a new frozen organic food product line in the consumer marketplace. The proposed marketing research will provide insightful decision-making information to assist ZMX Global, Inc. leadership in determining the value in moving forward with the development of the Bon Vivant Organic Gourmet product line (Lamb et al., 2014).

Marketing Research Process

Upon approval by ZMX Global, Inc. leadership, this marketing research project will be assigned to the Frozen Foods Product Manager for completion, and a budget will be

finalized for consideration. This proposed research design is cost efficient and can be executed within a two week time period if funded.

Research Questions

The following marketing research problem and opportunity questions inform the research design specifications for this project:

1. Is there a demand for an organic frozen food product line in the consumer marketplace?
2. What type of consumer would purchase a frozen organic food meal?
3. What geographic locations will result in volume sales of readymade frozen organic meals?

Planning the Research Design

Both quantitative and qualitative analysis will be conducted using the following types of data:

Secondary Data. To be collected from the innumerable resources inside and outside of the organization, secondary data will be used to assist in answering the research questions. Secondary data deriving from inside the organization will consist of product testing results and a white paper on organic food trends produced by the research and development team. Outside secondary data will be collected from governmental agencies, trade and industry associations, news media, resources on the Internet, reports from marketing research aggregators, and academic journal publications (Lamb et al., 2014).

Primary Data. The collection of primary data is essential to answer the research problem and opportunity questions for this study. As stated by Lamb et al. (2014), "primary data, or data collected for the first time, are used for solving the particular problem under investigation" (Lamb et al., 2014, p. 142). Two methods of primary data collection will be used to inform this study, including:

Mall Intercept Interviews. A type of survey research, the mall intercept survey is conducted in the common area of a retail location to attain personal opinions and insights into the idea of a readymade frozen organic meal product offering. A minimum of 100 mall

intercept interviews will be conducted to increase the validity and reliability of the data collected.

Questionnaire. A mix of open-ended, closed-ended, and scaled-response questions will be developed to attain a "rich array of information based on the respondent's frame of reference" (Lamb et al., 2014, p.145).

Specifying the Sampling Procedures

A convenience sample will be identified from the universe population of consumers. A convenience sample is a type of nonprobability sampling procedure, which is defined as "any sample in which little or no attempt is made to get a representative cross section of the population" (Lamb et al., 2014, p.148). The use of a convenience sample in this study will significantly reduce costs in conducting the necessary research

Collecting the Data

The collection of data will occur within various major city centres and highly populated suburban areas in 5 states throughout the United States of America, including New York, California, Texas, Illinois, and Florida. This laborious data collection process will require the use of subcontracted field service firms that specialize in interviewing respondents in the identified geographic locations (Lamb et al., 2014).

Analyzing the Data

Subsequent to collecting data, the marketing team will work collectively to analyze the data using techniques common to research, including one-way frequency counts, cross-tabulations, and statistical analysis to provide leadership with definitive information that will assist in the decision to fund the new product line development of Bon Vivant Organic Gourmet.

Presenting the Report

Once the data is analyzed and results are formulated, the Frozen Foods Product Manager will generate a report and make recommendations to leadership based on the findings of the research study. Since the "basis for measuring the quality of a marketing research study is the marketing research plan proposal," the report will directly address the research questions proposed in this document.

Following Up

Upon completion of the research report and presentation to leadership, the ZMX Global, Inc. marketing team will evaluate the value of the study by reviewing decisions made based on information provided in the study, and to determine if more information is needed to inform decision making.

References

- Beesley, C. (2009). Producing and selling organic food products-A five step regulatory primer. The U.S. Small Business Administration. Retrieved from <http://www.sba.gov>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2014). *MKTG7*. Mason, OH: South-Western, Cengage.