

Quantitative vs Qualitative Market Research

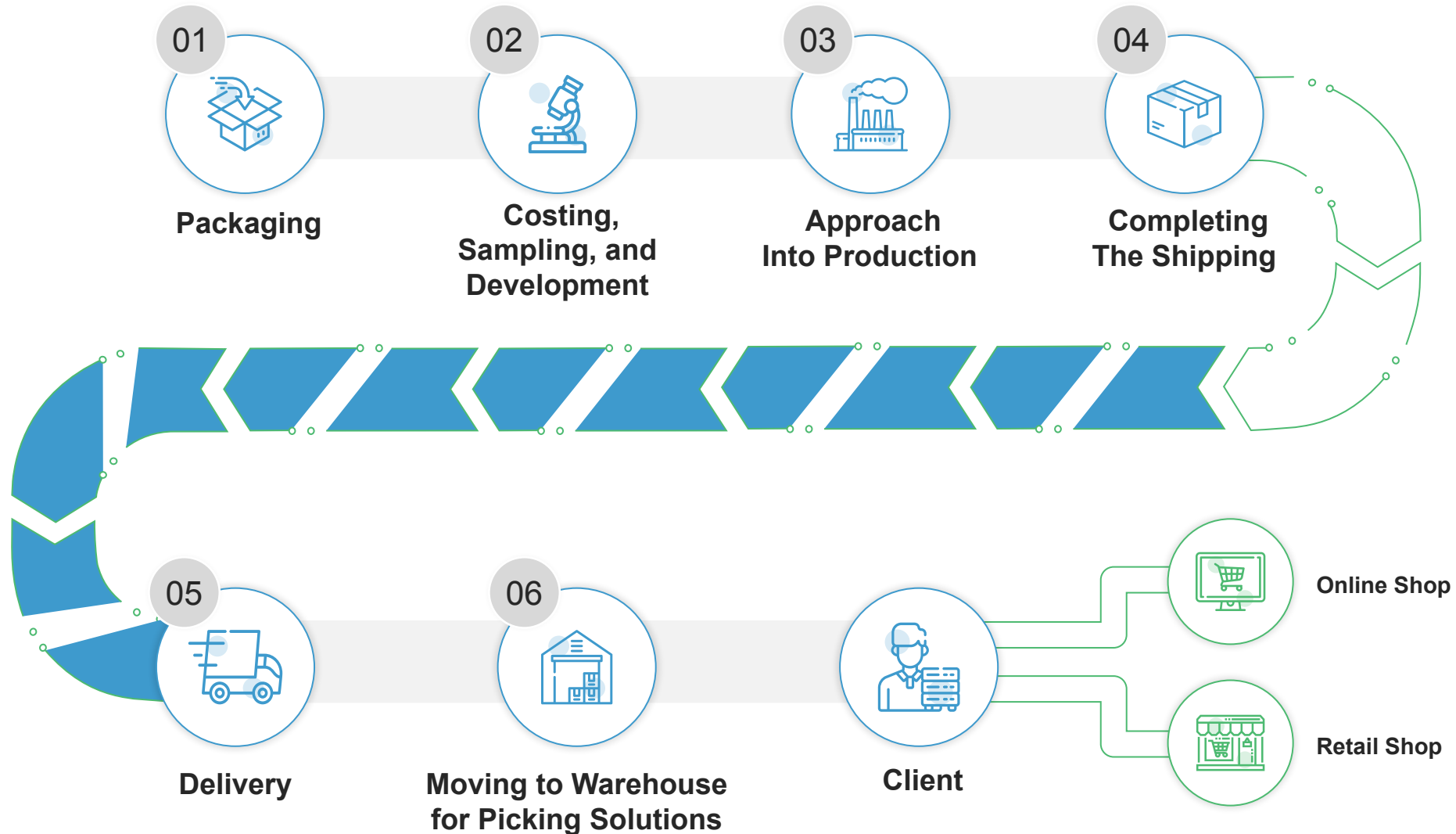
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Wholesaling Distribution Process with Seller and Buyer

This Slide highlight a basic wholesaling distribution process with seller and buyer. It also includes packaging, casting, sampling and development, approach into production, completing the shipping, delivery, moving to warehouse for picking solutions and clients.

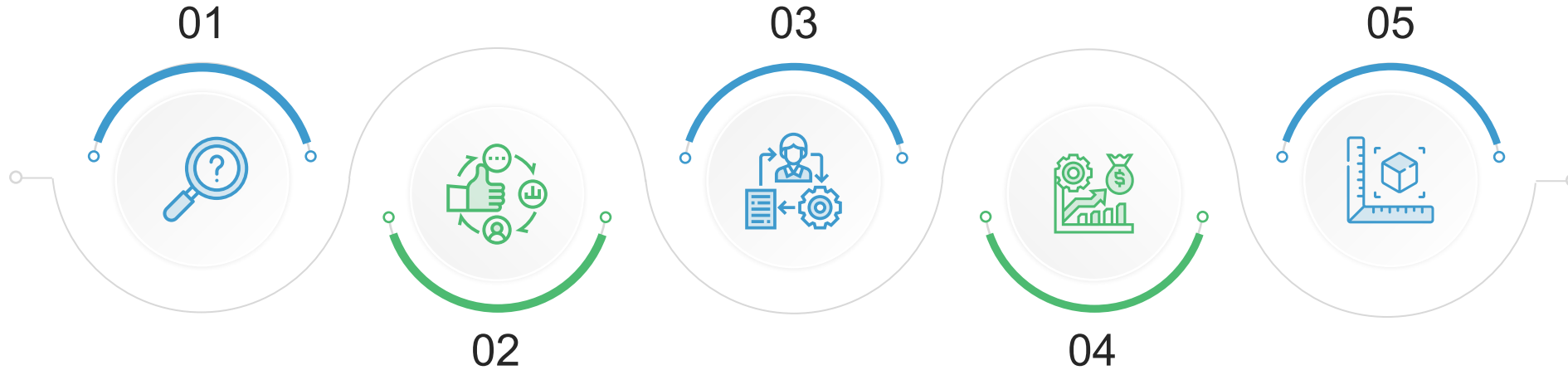


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Process Improvement for Wholesale Distribution Business

This Slide mentions steps for process improvement for wholesale distribution. It also includes identify the problem, analyze the relationship between processes, redesign the process, implement the improved processes and monitor and measure



Identify the Problem

- › Check if there are delays in processes.
- › Any delicacy in processes.
- › Text here
- › Text here

Analyze the Relationship Between Processes

- › Experiencing any breakdown between processes.
- › Check whether there is possibility of improvements.
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Redesign the Process

- › Remove the identified problems
- › Use latest technology
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Implement the Improved Processes

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Monitor and Measure

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Different Wholesale Distribution Channels

This Slide covers different wholesale distribution channels. It also includes retail, direct mail, telemarketing and ecommerce



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- **Survey data** is defined as the outcome data collected from a sample of survey respondents.
- This data is comprehensive information gathered from a specific target audience in order to conduct research.
- There are numerous methods for collecting survey data and statistical analysis.

Quantitative Market Research Methodology Framework



- **Step 1:** Determine Who Your Ideal Customer/Audience Is.
- **Step 2:** Examine Your Market and Competitors.
- **Step 3:** Assess Your Organization's Strengths, Weaknesses, Opportunities, and Threats (SWOT)
- **Step 4:** Investigate Your Distribution and Promotional Strategies.
- **Step 5:** Understand Your Financial Situation.
- **Step 6:** Establish Marketing Objectives and Goals.
- **Step 7:** Establish Your Brand.
- **Step 8:** Write Down Your Marketing Strategy
- **Step 9:** Create a Content Strategy to Reach Prospective Buyers
- **Step 10:** Put Your Marketing Strategy Into Action

10 Process

Your Company Name



- **Employee satisfaction** is a term used to describe whether or not employees are happy and satisfied in their jobs.
- Employee satisfaction is critical because satisfied employees must do the job and make the contributions that the employer requires.

Qualitative Market Research Methods Employment...



→ **In business and management, qualitative analysis** employs subjective judgement to assess a company's value or prospects based on non-quantifiable data such as management expertise, industry cycles, R&D strength, and labour relations.

Business Structure Qualitative Market Research Management...



What is the difference between quantitative and qualitative market research?

- In a nutshell, quantitative market research is the process of gathering large amounts of data through the use of surveys, questionnaires, and polling methods.
- In contrast, qualitative market research entails closely observing customer motivation – typically in a small group or face-to-face encounter.



What is the purpose of quantitative research in marketing?

- Quantitative research is an effective tool for anyone interested in learning more about their market and customers.
- It enables you to derive trustworthy, objective insights from data and clearly comprehend trends and patterns.



Which is preferable, qualitative or quantitative?

- Because quantitative research is more scientific, objective, fast, focused, and acceptable, it is preferred over qualitative research.
- When the researcher has no idea what to expect, however, qualitative research is used.
- It is used to define the problem or to develop a solution.



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