**Market Research Assignment**

**You are the owner of a company that is responsible for providing a product or service to J. Addison School. You need to find a product/service that will be profitable for your company and beneficial to the students.**

**Your Task:** s

You will design a survey with the objective of researching the possibility of selling a product or putting on an event at J. Addison School. You will need to create a Powerpoint Presentation highlighting the survey, objective of the survey, results and conclusions. The results will not be real so you will need to make them up.

**Below you will see how you will be evaluated.**

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| **Category** | **Level** |
| **Knowledge/Understanding**  The objective of the survey needs to be clear  Includes 12 – 15 relevant questions  Objective / focus of survey is clearly stated (which  Survey should have all 9 different categories in consumer research  Contains balance of open and closed ended questions  Contains a variety of open ended question types – **at least 5**  Contains a variety of closed ended question types – **at least 5** |  |
| **Thinking/Inquiry**  Focus of survey is relevant  Questions are necessary and relevant towards reaching objective of survey  Questions are written in an unbiased method  Survey layout is organized and attractive |  |
| **Application**  Write out step by step how you would administer the survey (face to face, phone, mail, etc)  -You are able to use more than one method  For each question prepare a “mock” graph of results, all the results will be fake, please use appropriate graph for each question |  |
| **Communication**  Prepare a Powerpoint Presentation  Survey must be included in the Powerpoint  Powerpoint should be professional including graphics (pictures, videos, etc)  Grammar/Spelling |  |