

Market research plan: Use cases

This slide showcases the market research use cases which helps an organization to maintain customer-centric approach and identify growth opportunities. It includes details such as Disney uses kid-centric focus groups, body shop uses social listening, etc.

Uses cases	Description
01 Disney uses kid-centric focus groups	<ul style="list-style-type: none">o Focuses on intended audience such as children while testing characters, topic performanceo Meets preschoolers, kindergarten to get opinions, insights on TV episodes, etco Add text here
02 EPC tested meatless product in selected markets	<ul style="list-style-type: none">o Conducts market research to determine ways to sell new product on smaller scaleo Changes product before launching to avoid any market failureso Add text here
03 Fomaha conducted survey to determine using knobs or sliding folders	<ul style="list-style-type: none">o Shows survey to their customers to receive responses over mortgage keyboardo Ensures designing product which exactly satisfy the audiences' preferenceso Add text here
04 Body shop uses social listening	<ul style="list-style-type: none">o Offers ethically sourced, natural products which are environment sustainableo Tracks conversations to find customer choices such as well programs, etco Add text here



Cases In Market Management

R Sandford



Cases In Market Management:

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