## Activity 6 (SO3, AC3)

This is a group activity.

Decide on a business idea that you want to do research on. Write down the aim of the research.

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Determine the population group that you will target for your survey. Then determine the size of the sample as well as the market segment.

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Decide how you will collect the information for your research project and who will do it.

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In a group, draw up a list of at least 10 questions for your questionnaire

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Use the other groups in the class as samples for your pilot survey. They must answer the questions drawn up for your group.

In your group, look at the replies you received from the pilot survey. Is there anything you would change on the questionnaire? Make the changes to your questionnaire and indicate the changes below.

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Analyse the responses for the following questions:

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| Why do you use a taxi to and from work | Cheap | 1631 |
| Fast | 1091 |
| Safe | 312 |
| Convenient | 1849 |

If you sent out 2000 questionnaires, what percentage of the sample use taxis because they are cheap, what percentage use taxis because they are fast, what percentage use taxis because they are safe and what percentage use taxis because they are convenient?

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| Cheap  |  |
| Fast  |  |
| Safe |  |
| Convenient  |  |

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| Which taxi route do you use every day? | Route A | 755 |
| Route B | 830 |
| Route C | 415 |

What percentage uses Route A, Route B and Route C?

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| --- | --- |
| Route A |  |
| Route B |  |
| Route C |  |

You would do this for all the questions.

On the basis of the above information, you can now make a decision as to whether there is actually place in the market for a new taxi service, or whether your improved service will satisfy a need with the customers.

Analyse the replies you received during your pilot survey and base your analysis on the questions you asked. Make a decision based on the analysis whether it would be a viable business idea.

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