

# BMGT 299: Entrepreneurship Capstone

## Unit 5 Assignment – Market Research



Market Research / Primary Vs Secondary / Qualitative - Quantitative

Using the business you have identified for use in this course, create a questionnaire to ask new customers to help make future marketing decisions. Questions like, where did you hear of us? What did you like best, least....? Etc...”

Create 10 brief, but useful questions to ask selected new/potential customers that will help you develop future marketing efforts. Before being satisfied with any question, ask yourself if the answers will be useful – or just a waste of your customer’s time. Everyone wants you to complete a survey now days- make yours useful!

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