**Topic 1.2 Understanding Customer Needs: Activity**

**Task 1 (AO1):**

1. What is meant by the term ‘Primary Research’?
2. What is meant by the term ‘Market Research’?
3. What is meant by the term ‘Customer Needs’?

**Task 2 (AO2/AO3):**

In the boxes you need to explain how the relevant primary research method collects information for businesses and come up with THREE advantages AND disadvantages

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| **Questionnaire:**  |
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| **Advantages:** | **Disadvantages:** |
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| **Focus Group:** |
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| **Advantages:** | **Disadvantages:** |
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| **Observation:** |
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| **Advantages:** | **Disadvantages:** |
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| **Experiments:** |
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| **Advantages:** | **Disadvantages:** |
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**Task 3 (AO3):**

1. Evaluate which method you feel is most beneficial for River Island to find out about their customer needs. (**8**)
2. Analyse whether a combination of primary research methods will be better to find out customer needs then just using a single method. (**8**)