**Analyse one advantage and one disadvantage of Tesco using primary market research. (9 marks)**

One advantage of Tesco using primary market research is:

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This is an advantage because:

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One disadvantage of Tesco using primary market research is:

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**Analyse one advantage and one disadvantage of Tesco using secondary market research. (9 marks)**

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**Analyse the advantages to a business of using market mapping. (9 marks)**

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