
Overview

This unit is about obtaining and evaluating research information to develop your understanding of customer needs relevant to your organisation's products/services.

This is a key activity towards ensuring that your organisation's products/services meet your customers' needs. It includes being clear about the reasons for the research, briefing those undertaking the work and establishing justifiable conclusions.

Who this unit is for

This unit is recommended for those responsible for identifying customer needs, such as through commissioning or conducting research, and for subsequently evaluating and utilising the resulting information towards establishing the opportunities and/or demand for products/services. Such individuals may not necessarily be marketing or sales specialists. For example, they may be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

Marketing units

1. Define the need for research
2. Design market research projects
3. Analyse market research data
4. Evaluate and interpret findings and identify connections in complex data
5. Establish requirements for products/services

Details of these units can be accessed via <www.msssb.org>

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Performance criteria

You must be able to:

- P1 analyse the problem to be addressed, defining the key areas to be researched, and identify and agree the information required
- P2 identify the timescale and budget available for the proposed research, confirming that these are realistic
- P3 brief relevant staff, or third party suppliers, fully and accurately
- P4 agree proposals with associated actions, timescales and budget for the work required
- P5 monitor progress and outcomes, identifying and addressing any delays or issues promptly
- P6 identify themes, trends and inter-relationships in the resulting information, relevant to addressing the problem being researched
- P7 establish justifiable conclusions, ensuring that these are in line with the agreed research objectives
- P8 identify clear, persuasive and reasoned recommendations for actions, setting out how customers requirements can be realised by developing existing and/or new products/ services, and how these opportunities are to be progressed

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of defining carefully the problem that research is to address, and how this can be achieved
- K2 the importance of involving relevant people fully in defining the problem, and in agreeing the purpose of the research
- K3 the importance of briefing potential third party suppliers of the research services fully, and the implications of not doing this
- K4 the importance of ensuring that conclusions are supported by findings, and of setting out any assumptions that may be made

You need to know and understand:

Industry/sector specific knowledge and understanding

- K5 legal, regulatory and ethical requirements affecting the design and implementation of market research programmes within your industry/sector

You need to know and understand:

Context specific knowledge and understanding

- K6 the nature of the business problem to be addressed, including the factors impacting upon the problem
- K7 key people within your organisation involved in commissioning the research
- K8 organisational requirements affecting the design and implementation of market research programmes
- K9 your organisation's overall marketing strategy and objectives

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Additional Information

Behaviours

1. You identify and make the best use of existing sources of information to meet the research objectives
2. You use cost-effective and time-effective means to gather the information required
3. You articulate the assumptions made, and risks involved, in assessing the outcomes from research

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Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

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Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

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Suite

Marketing and Sales Standards for non-specialists

Key words

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