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What is the objective of marketing research?

The objective is to provide management with relevant information for more accurate decision making.

What are the two major sources of information in marketing research?

1. **Primary Data:** *Defined as information that is collected first-hand generated by original research tailor-made to answer specific current research questions.*
2. And **Secondary Data “Desk Research”:** *Defined as information that has already been collected for other purposes and is thus readily available.*

Compare between primary and secondary researches.

	Primary Research	Secondary Research
Definition	<i>Research upon information that is collected first-hand generated by original research tailor-made to answer specific current research questions. (Qualitative such as interviews, Quantitative such as questionnaire), both can be combined.</i>	<i>Research upon information that has already been collected for other purposes and is thus readily available.</i>
Advantages	<i>*It solves the problems at hand: Because the task is to look for the market for the first time. *It is the original process and contains the original information and prospects: Therefore, this marketing is not manipulated or interfered with. *It creates room for discovering new and competitive business or market to be. *Therefore, it leaves a room for flexibility.</i>	<i>*Less expensive *Less time consuming *No contacts have to be made outside home country, thus keeping commitment to possible future projects at a low level. *Researcher is not constrained by overseas customs. *Research can quickly generate background information to eliminate many countries from the scope of enquiries.</i>
Disadvantages	<i>*More expensive *More time consuming *Carrying out the research in developing countries may be delayed by language barrier.</i>	<i>*Non-availability of data *Data classification *Reliability of data</i>