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Abdullah S. Al-Salloum

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Dr. Nabeel Sawalha

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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
<b>Definition</b>	<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>
<b>Advantages</b>	<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>
<b>Disadvantages</b>	<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>