



Kolegji AAB

MASTER THESIS

MARKET RESEARCH AND ROLE OF LOCAL BUSINESS INFORMATION

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INTRODUCTION

Market research is of central importance to the implementation of the marketing concept. They today provide the information necessary for the needs and requirements of consumers who are willing to buy products similar to our product. Today we are a witness that everything is based on information and that information is the main resource of any subject or in other words every business that operates in the market.

Everything should be placed on the information base and the business depends directly on the information. This is possible through the market research which is a process of obtaining information from the market and discovering unknown phenomena in the market and less well-known. Market research is therefore a process of planning and realizing various actions for obtaining information from the market and business placement based on that information deriving from market research. In addition to this master's degree program, I plan to clarify various issues related to market research, how the market research process is realized, which major variables are based on market research, clarification of the main notions that are related to market.

I will also talk about market segmentation as the main process that emerges from market research that determines how to produce, what to produce and how to produce.

The process of receiving information is a process that has several phases and we will try to clarify the issue of information and the importance it has for the process of market research and the organization's business deployment in a particular chapter.

Importance will be given to different research methods used during the market research process. Also during the market research process some instruments are used that make the market research process easier.

As the most important part of this paper will be the last part of the paper which I consider to be the smallest part of the work. This part deals with the realization of some surveys with some businesses, where I will try from the practice of showing how important the market research process for the enterprise is, how the information is used by the enterprises from these researches, how these information affects making business decisions, etc.

OBJECTIVES OF THE PAPER

This paper aims to carry out a theoretical and practical research on the importance of developing researches and market researches for enterprises operating in our country, with particular emphasis on enterprises in the Gjilan region, where there is a lot of the predominant number of well-organized enterprises with high organization.

After analyzing the theoretical part of the work, it will be the practical part of which we will analyze in practice how enterprises develop market research as they use the information they gain and how much their importance to the enterprise in question is.

The objective of this paper will be the broader analysis of the subject in question, the market research on how it works, how companies should research the market, how important market research is for the enterprise and what impact it has on the enterprise. During the data collector, different forms of market research will be analyzed.

Also, the objective will be to find the most efficient methods of market research through which we gain market information and help to make business decisions. These business decisions are aimed at getting closer to the consumer, recognizing it, recognizing the market in general and choosing the market for enriching our product and service. These methods of market research such as surveys, experiments etc. are the methods that enable us to better know the subject of research, the phenomenon that interests us, know the market and get the right information about our product about which research is being conducted.

Another objective will be the development of a survey with a certain number of businesses that we will provide or survey and receive the right information and based on the findings on the ground we understand how the market research is conducted in practice, its importance in these enterprises as well as the forms used by these enterprises.

CONCLUSIONS AND RECOMMENDATIONS

From this diploma work we have studied, we come to the conclusion that every business has the potential and needs to develop market research because as the market researches helped to better understand the market situation, obtaining more accurate information from the market which positively influence decision making with marketing rights and business decisions in general.

It was also found that enterprises do not develop all the marketing well because not all enterprises possess the assets and the ability to develop marketing as it should, but in a way or otherwise definitely affected by the marketing spirit, whether market research or any other marketing action such as the development of any form of advertising, various marketing activities, etc. So, generally, all businesses do not apply marketing targeted by marketing.

Enterprises in practice do not all have marketing department in their organizational structure. Some have a marketing department, some have only a person in charge. Within the organization that deals with marketing activities, a smaller share prefers that marketing entrusts to any professional marketing organization, while the rest does not have direct links to marketing but as we pointed out even higher, different marketing activities affect all businesses.

Also, important marketing part of the enterprise is the marketing plan, a document that contains all the information about the marketing activities that the enterprise has developed and will develop the enterprise in the future. Hence, those enterprises that have a marketing plan have had an impact on sales from 20% to small businesses up to 40 or 60% to medium or large businesses.

The bitter reality for our companies is that not all of them have the opportunity to allocate a special marketing budget. A small percentage, mainly large companies, have a marketing budget, while less-developed enterprises like small and medium businesses mostly do not share a particular marketing budget, even though they claim to have marketing costs.

They always point out that market research plays a vital role in the company's development, because accurate market information helps to make business decisions with which the company is more competitive and more secure. Therefore even though not all have the opportunity to do market research they think that market research is very important for the development of their businesses in general.

The sources of research that companies refer to cannot define one or the other more preferable to them. Usually, large companies prefer primary sources, so getting direct information from the market, although not necessarily always going to primary sources is confirmed by the fact that 52% stated that they prefer resources. While less powerful businesses prefer to first find information with secondary sources, not direct from the market, businesses declared about 47%, and if they do not have the opportunity to find then they also come out in the market. Market research can be developed with different methods, depending on the nature of the business and the method for developing market research varies. If we are dealing with business or manufacturing businesses, the enterprise usually uses personal surveys, but when it comes to businesses like catering or virtual businesses they prefer to get information from a computer survey because they think technology is a very important factor of their development and that their main base is technology. The suggestions I have been able to derive from this study arise mainly from the practical part of the research conducted with the enterprises and is based on the responses they have provided. Every enterprise today needs to be based on the marketing development within it, so it is imperative for every organization to have the marketing department within it so that the key development of the enterprise is marketing as is happening today in the whole modern world.

Despite the marketers' ability to develop market research because it enhances the security of enterprises in the market and creates their own priorities in the forefront with other businesses, and of course enables a better understanding of the structure of its customers.

Technology today has a very important role in the development of the whole world, especially business development, so I recommend that the use of information technology on the occasion of the market research or the taking of any marketing activity, because on the basis of today, we have access to a large number of information and its use can save us much in spending as well as in time as a very important resource.

The employment of innovators in the enterprise creates greater development opportunities for them. These people are more likely to have bigger ideas for developing companies through innovations and creative ideas to make companies more creative, and make the products and services of that company more enjoyable to the consumer.