**DEVELOPING INTERNATIONAL MARKETS**

**LEARNING OUTCOME 2: ACTIVITY 3**

**Group Activity**

## **Market research project**

In a small group complete the following task:

You have been asked by an international business to complete market research to find out if consumers are happy with their products, how they can improve their products/brand, and what consumers would like to see in the future.

Banana Inc. (fictional) is a global telecommunications company that specialises in Smartphones and other mobile devices. They want to reach an even wider audience and seek to improve current products.

* How would you collect this research?
* What problems would you be likely to face?
* How will you overcome these difficulties?