5.3 Database Project (15% of course grade)

5.3.1 Overview

BIS Market Research has been hired by Venture Capital Fund, a venture capital firm, to do an analysis to determine viable business models for a company to pursue to be successful selling products to consumers using the Internet. Some of the people who have been money sources (provided money) for the Venture Capital Fund are very upset that they have lost a significant amount of money on dot.com companies that have gone bankrupt. For this reason, they are not inclined to provide additional money to fund future .com startup companies. The people are Venture Capital Fund want data to support their contention that there are valid business models that can be successful selling products to consumers over the Internet.

The focus of this analysis should be on consumers and not business to business. To do a complete job with this assignment, it would make sense to break the analysis into four consumer groups: 1) teens, 2) young adults, 3) mid-range adults and 4) seniors. On a more practical basis, this assignment will concentrate on the young adult category.

The final results of this project will provide documents to the client and to the Director of BIS Market Research. The client should receive 1) a statistical profile of factors that support a viable business model for a company to be successful selling to consumers using the Internet and 2) a prioritized list of survey respondents that will be contacted to be part of a focus group based on the fact that they have a high propensity to buy things using the Internet. It would be appropriate to include a cover letter addressed to the president of the client organization. Your boss within BIS Market Research should receive a report that could serve as a guideline for any employee asked to do a similar project in the future. This should be done in a systematic, organized way that parallels the steps taken to complete the assignment.

5.3.2 Accomplishments

More specifically, to complete this assignment it will be necessary to accomplish the following:

1. Determine appropriate questions to generate the necessary data and design the questionnaire form (source document). At a minimum you should obtain the following information:

   a. Personal Information:
      i. Name and address information
ii. Age, sex, marital status
iii. Education level

b. Financial Information:
   i. Employment Status
   ii. Annual Income

c. Probability of buying different products
d. Buy decision criteria
e. Personal interest experience regarding the internet

2. Edit the data in the source documents.
3. Input the data to create a database using Access database software.
4. Do an analysis of the data collected.
5. Prepare the two documents or reports for the client summarizing the market analysis. (If the data was collected, give it to the client unless it represents invalid data)
6. Prepare a report for Jack Callon the marketing director and your boss within BIS Market Research that summarizes the key learning points of the assignment.

5.3.3 Project Deliverables

All parts of this assignment will be accomplished in two person teams with a single submission of the project package by each team. Specifically, this assignment includes:

1. Interviewing in class a BIS Market Research representative who understands the desires and intent of the client. Deciding on the appropriate data needed to complete this assignment is critical to the overall success of this project. Determining an efficient coding system for the data is also an important part of this process. A weak job in this step will result in poor overall results.
2. Designing the questionnaire that will also serve as the source document to create the database.
3. Entering the data from the survey forms into the database including editing the source document for credibility, accuracy and completeness.
4. Determining and compiling statistics to support arguments of a better business model.
5. Determining logical criteria that identifies and prioritizes survey respondents who would be better prospects to be part of the focus group.
6. Producing a final report for the client that lists the provides the statistics to support the business model and the better candidates for the focus group. All of the survey respondents should be included in this client report with the best candidates at the top in descending order. In terms of report completion, if you collected the data and it is valid and complete then give it to the client. When in doubt, always remember that the client is paying us a large fee to complete this assignment and deserves to see professional value for their money.
7. A cover letter should be included that explains to the client what you have accomplished in completing this assignment and the approach taken if you feel the client needs to know this.

8. Producing a second report for your boss within the market research company that summarizes the major learning points of the entire project. Think of this as preparing a checklist for someone that will do a similar project in the future. It should highlight things that can go wrong that will produce results that fall short of what is expected from both the client and the market survey organization's perspective.
5.3.4 Database Project Schedule of Events:

Interview BIS Market Research representative to help determine information to be collected through the survey and to lay out the questionnaire (survey form).

Turn in questionnaire/source document at the beginning of class and complete survey in class using a form provided by the instructor.

Meet in Social Science PC Lab during normal class time.

1. Create the database.
2. Clearly understand the specific aspects of the entire assignment.
3. Complete the project on your own if (when) you are not finished in the scheduled lab.

Submit completed project including both reports and a copy of the data input Wizard (with data from a single survey form).