A LEVELBUSINESS – Year 11 transition task

A Market research project:

Task 1a: Secondary research (spend about 1 hour on this).

Collect some market data on **plant-based foods** using a search engine.  You should be able to find sites such as: <https://www.gfi.org/marketresearch>

Pick out useful statistics and/or graphs and/or facts which display *trends* in this sector.

**Product an A4 summary of the findings of your research using qualitative and quantitative format (using graphs or data tables)**

Distinguish between US and European trends for plant-based products.

Task 1b: Primary research - quantitative

Construct a questionnaire using a variety of question styles to test out some of the trends you have found in your secondary research.

Prepare some open questions that might stimulate responses and discussion in a focus group.

Based on your research, summarise your findings including

* consumer demand for plant-based products
* the reasons which attract people to plant-based products
* the reasons which people have for not wanting to buy plant-based products
* conclusions one might draw on future developments in this market.