

Business Induction Diploma

If you have picked to student BTEC Business Diploma, then you need to make sure that you have both induction tasks.

Unit 22 – Market Research

- ▶ Over the summer you need to research around Primary and Secondary research. You need to be thinking about the different types of research and why businesses may use them. This will help you with the 1st task you will be set in September.

Observation

Questionnaire

Focus Groups

Website monitoring

Government

Loyalty Cards

E Transactions