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Roll No 14369

Q1: There are two types of research

- ① Qualitative Research
- ② ~~Quantitative~~ Quantitative Research

① Qualitative Research:

In qualitative research we analyse researcher's questions in terms of quality.

② Quantitative Research:

In quantitative research we do surveys, questionnaires, interviews to support the objectives of Hypothesis.

In ~~this~~ the case of phase 2 fitness centre - I would recommend quantitative research because in this research we will ask people different type of questions through questionnaires and collect data and run SPSS for further analysis and getting the authentic information and will plan accordingly to make the

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Phase 2 fitness centre
successfully.



Q9:- Market segmentation is a process of dividing a potential market consumers into different segments.

These segments are based on

- ① Demographically
- ② Geographically
- ③ Behaviour
- ④ Psychographically

In this survey I will go for demographic segmentation

In demographic segmentations we divide people into different classes into different male female & trans gender, age, purchase power. So this survey

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suits demographic the best.

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Q3:-

Yes there is b2b opportunity segmentations is present because Phase 2 fitness centre can make business deals with other organizations or P B can provide fitness courses other organizations employs.

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Q4:-

There are seven positioning approaches.

- ① price quality approach
- ② application approach
- ③ product user "
- ④ product class "
- ⑤ competitor "
- ⑥ culture simile "
- ⑦ use of application approach

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g will go for price quality approach.

In this approach we will give high quality at low price to attract consumers and to maximize the number of customers.

α \longleftrightarrow α

Q5:- The objective of phase 2 fitness centre can be ~~with~~ "Health is Wealth" secondly the objective would be to target high number of people in the area the most targeted people will be from the age of 30 to 40 both male & females.

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Q6:- During Covid-19 the communication message can be run on social media, tele communication is another helpful tool of communication. In order to avoid loosing loyal customers.

The communication messages can be "Be fit ~~stay~~ & stay", "Save stay Healthy", "Be healthy in challenging times", "Fight Covid-19 with health".

