

## **Market Research in Practice**

S&S plc manufactures fizzy drinks. They want to start selling in your country. To help them assess the size of the market, you have been asked to find out the following information:

- ❖ Size of the total population
- ❖ How many people are in the age groups 1-10, 11-20 and 21-30 in your country
- ❖ How many different fizzy drinks are sold in your country (how many different competitors are there?)
- ❖ Where do these competitors come from? Are they local companies or are the drinks imported?

What other research would you advise the company to undertake before starting to sell in your country? Explain your answer.