

TASK:

You have been requested by the Council Representative to carry out a survey about people's opinions on the local underground railway system. You have interviewed about 500 people. Write a report talking about their opinions in the following points:

- convenience
- cost
- comfort

Say whether or not people are satisfied with it, and include a recommendation on how to improve the service according to the results of the survey.

To: James Lawton, Council Representative
From: Jane Sigmund
Subject: Public satisfaction with local underground railway system

Purpose

The aim of this report is to analyse the results of a survey in which 500 residents were questioned about the local underground railway system and whether or not they were satisfied with it.

Convenience

Many people do not find the system convenient. This is illustrated by the fact that more than fifty per cent complained that stations are too far from their homes and that there are not enough trains. There were also complaints that the system can only be used to reach a few areas of the city, forcing many customers to use other means of public transport to complete their journeys.

Cost

Seventy per cent of those questioned had no complaints about the cost of the service. This shows that the majority of passengers consider the cost reasonable, and that a slight increase would be considered acceptable.

Comfort

A large number of people who participated in the survey stated that they felt the trains are insufficiently heated in cold weather. There were also comments on the hardness of the seats and that trains are not always as clean as they might be. This indicates that passengers are not entirely satisfied as far as comfort is concerned.

Recommendation

All points considered, some improvements evidently need to be made if passengers are to be satisfied with the service. Perhaps a slight increase in the fare would make it possible for the service to be improved in the areas mentioned in this report.

TASK:

A manufacturing company has commissioned you to conduct a survey to determine consumer awareness and opinion concerning some of its products. Look at the diagram below outlining the results of this survey*, and write a report on the findings, including the conclusions which may be drawn from them.

* Notice: some percentages are not complete in the diagram.

TO: R J Barnes, Marketing Director, MacRae Cosmetics Ltd
FROM: Jane Simmons, Excalibur Consumer Research
SUBJECT: Consumer Survey: "Healthy Shine" Products
DATE: 14th October 1997

Purpose
 The aim of this report is to present the findings of a survey carried out to determine consumer awareness and opinion of the "Healthy Shine" range of hair-care products. The data included in this report was obtained from a random sample of 1,500 men and women, aged 18 - 40, who responded to a questionnaire survey on 16th and 17th September.

Consumer Awareness of Product Range
 Of the 1,500 respondents surveyed, forty per cent reported that they knew of one or more of the products in the range. Of these, sixty-five per cent had seen the products advertised on television or in magazines and twenty-five per cent had seen the products displayed in stores. The remaining ten per cent of those surveyed were unaware of the product range. The fact that consumer awareness is less than a half suggests that television and magazine advertising has failed to attract the desired level of consumer attention.

Packaging
 A large number of those aware of the products were of the opinion that the packaging is unattractive. This is highlighted by the fact that fifty-eight per cent (almost 3 out of 5 customers) stated that they had not sampled the product line, preferring instead to purchase competitors' products with more attractive packaging.

Quality and Price
 Of the forty-two per cent of consumers who had sampled at least one product in the range, only fifteen per cent reported that they had not repurchased the product and/or purchased other products in the range. This indicates that eighty-five per cent of consumers are satisfied with quality and price.

Conclusion
 On the basis of the findings above, it would seem that although the quality and retail prices of "Healthy Shine" products are competitive, a large percentage of consumers are not aware of the product range. Furthermore, many of those who are aware of the range do not find the packaging sufficiently attractive to induce them to purchase any of the products. Our recommendation, therefore, is that your company launch a new advertising campaign to increase consumer awareness, in addition to altering the packaging of the entire range so as to make the products more appealing to consumers.

