



focus: small business

Mary
DiPaolo

Research tells you how you're doing

Performance-monitoring research assists an organization to answer the question, "What is happening," once a course of action has been implemented.

Without this type of research, management has no way of obtaining the appropriate feedback to measure a program's performance over time. Methods include profit analysis, share of market, return on investment and sales analysis.

As discussed last week, exploratory research is appropriate during the initial phases of the management decision-making process. There is no formal or structured method when carrying out this type of research because it is best characterized by the imagination, ingenuity and creativity of the researcher.

Because management has little knowledge regarding what specific problem or opportunity exists or what alternative course of action is available, exploratory research can bring insights and new ideas to these areas.

FOCUS GROUPS have become increasingly popular as a means of gathering data for exploratory research purposes. In this type of research situation, a group of eight to 12 knowledgeable persons are paid a fee to exchange information and ideas regarding a specific subject.

The session may be videotaped for later analysis and is led by a trained moderator whose function is to channel the conversation along certain lines. Focus groups have been used

to discuss topics ranging from the containers used to hold branded floral arrangements, the pros and cons of coffee drinking, to teenage lifestyles.

The survey questionnaire is one of the most popular tools used to gather data and information. Using this type of research procedure indicates that a company has already identified what its alternative courses of action are relative to a specific decision situation. The research serves to evaluate and select which course of action is most appropriate.

QUESTIONNAIRE design, administration and analysis requires much skill and knowledge if it is to be carried out effectively and yield the most accurate results. A skilled marketing expert should be consulted before the time and effort is spent pursuing this type of research.

For business owners and managers interested in finding out more about the market research process for independent business, one excellent reference book is "Basic Marketing Research" by Gilbert A. Churchill Jr. The book is available from Dryden Press, 111 Fifth Ave., New York, NY 10003.

Mary DiPaolo is the owner of *MarketTrends*, a Farmington Hills based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

marketplace

Olsen Services has relocated its principal office to 24725 W. Twelve Mile, Suite 101, Southfield.

TV Orient has moved its studio and administrative office to 24301 Telegraph, Southfield.

Kane Yee and Steven B. Roby opened their redesigned law offices in the Arborum Office Park, 34405 W. 12 Mile, Suite 140, Farmington

Hills. The telephone number is 553-5818.

Catallo Associates Inc. has moved to a larger headquarters at 2100 E. Maple in Birmingham. The telephone number is 645-8800.

Franklin Savings and Loan of Southfield acquired Tranex Financial, a privately owned residential mortgage broker in Birmingham.

Get high interest and short term flexibility.

**Minimum
deposit
\$2,500**

This seven month certificate from Standard Federal offers you a very attractive rate of interest and a short term that allows you the flexibility you want for managing your funds. Plus, this account is insured to \$100,000 by the Federal Savings and Loan Insurance Corporation (FSLIC). Available at every office of Standard Federal Bank.

Substantial interest penalty for early withdrawal from certificate accounts.

Standard Federal Bank
Savings/Financial Services

Main Office:
2401 W. Big Beaver Road
Troy, Michigan 48064
1-800-482-3930



Cruise Planner

THE
presented by **Observer & Eccentric**
NEWSPAPERS



Mexican Riviera and Los Angeles

Departs
Thursday February 4
Tuesday March 3

Returns
Saturday February 13
Saturday March 12

*First day optional activities
Cruise Highlights:

- Baja Peninsula
- Puerto Vallarta
- Mazatlan
- Cabo San Lucas

•On board activities: casinos, bingo games, dancing and night club entertainment, sun bathing by the pool

9 Nights/10 Days

\$1100

complete
per person
double occupancy

- Air Transportation, round trip
- Hotel Accommodations 2 nights in Los Angeles area
- Mexico Sundance Cruise, M.V. Stardancer
- 7 nights accommodations aboard ship
- All meals aboard ship
- All port taxes included in total price
- Baggage handling, to your room baggage handling
- Sightseeing in Los Angeles, Hollywood City Tour, Universal Studio Tour

Caribbean Cruise

4 days Miami Beach
5 day Cruise

Departs
Thursday July 7
Thursday August 25

Returns
Friday July 15
Friday September 2

8 Nights/9 Days

\$769

complete
per person
based on double occupancy

- Key West
- Playa Del Carmen
- Cozumel (Mexico)



- Round trip air transportation to Miami
- 4 days Lucerne Hotel
- 5 day Caribbean Cruise

Alaska and Northwest Pacific

Departs
Tuesday May 31
Tuesday September 6

Returns
Monday June 13
Monday September 19

- San Francisco
- Yellowstone

- Old Faithful
- Grand Teton

- Air transportation to San Francisco from Salt Lake City
- Motorcoach from San Francisco to Salt Lake City
- Alaska Sundance Cruise-M.V. Stardancer 7 nights accommodations aboard ship, all meals aboard ship, all port taxes included in total price
- Hotel Accommodations 4 nights during motorcoach portion of tour
- Sightseeing-Fahnestock's Wharf in San Francisco, A.M. St. HeFen's Visitor Center, Gastown in Vancouver, B.C., Yellowstone National Park, Old Faithful, Grand Teton
- Baggage Handling to your room
- Driver/Escort for the motorcoach tour

13 Nights/14 Days

\$2399

complete
per person
double occupancy
triple & quad prices available
outside cabin \$150 additional per person

YOUR MAN TOURS



24824 Michigan Ave.
Dearborn, MI 48124
(313) 278-4102

Please send me at no obligation a tour brochure explaining all the details and applications for the following tour:

- ☐ Mexican Riviera Cruise and Los Angeles
☐ Alaska and Northwest Pacific

☐ Caribbean Cruise

NAME _____
ADDRESS _____ CITY _____ STATE _____
ZIP _____ PHONE _____