Bryce Fisher

Marketing Plan Topic II

Sports Marketing, Promotion, and Public Relations

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Marketing Plan

In the marketing plan for the football boot, it is imperative to first distinguish between primary and secondary marketing research. Creating a distinction between the two is an important step since they are often confused between the two. The first major difference is based on the people who conduct the research. Primary research is conducted by the organization or individual who wants to market the product in the market. On the other hand, secondary research is conducted by an outside or third party. Another difference is based on the specificity of the research. Primary research is more specific and thereby can easily meet the needs of the organization. Secondary research is broad and thereby can at times fail to deliver the required results or information about the target market. Primary research also tends to be more expensive and can take a longer time to complete than secondary research.

From an assessment of the various differences and similarities that exist between primary research and secondary research, a decision must be made over what type of research to use for the product that is to be delivered into the market. For the product to be successful, a combination of both primary and secondary marketing techniques need to be employed (Chisnall, 2013). To better understand the target market for the football boots, an entrepreneur or manager must employ both methods. The main reason for using both methods is based on the fact that they offer different advantages and could be applicable to different market scenarios. There are certain aspects of the market that cannot be understood through the use of a single marketing research method.

One of the major advantages of secondary marketing research is that it is cheap to obtain since it is conducted by outsiders. In such a scenario, information is easily available and would be accessed at a low cost. Secondary marketing research also plays a huge role in providing a fair overview of the market unlike when primary research is conducted (Sontakki, 2011). Such an unbiased view of the market would ensure that the firm makes informed decisions when launching the football boot to the market.

On the other hand, using primary research also offers great benefits in the form of the latest information in the market (Peterson, 2018). Such information includes current trends in the market and competitor assessment. These aspects can be very important when it comes to decision-making processes about the new product. Such information ensures that the risks associated with the new product are reduced by a great extent thereby creating sustainability for the new product (Cant, Gerber-Nel, Nel, & Kotzé, 2013). Primary marketing research is also important in assessing the psychology of the consumer. Such an assessment can help the firm know more about the tastes and preferences of the consumers thereby tailoring the products to meet these needs.

Despite the advantages associated with using both primary and secondary marketing research methods, there are several drawbacks that could be observed that could affect the success of the market research. First, the cost of using both primary and secondary methods to conduct marketing research would be very high. Increased cost means that the firm must set aside funds for marketing research. Such investment is imperative since it would allow the management to better understand the market thereby reducing the various risks and uncertainties that are associated with investing in new products and markets.

Decreased risks would mean that better decision-making processes could be witnessed and this could have a positive impact on the sustainability of the business in the future (Hair, 2015). Another drawback that could be observed is that marketing research would take a longer time to complete. The issue can be tackled through hiring more people to conduct the research so that it is completed in time before the launch of the product.

In conclusion, developing a marketing plan for the football boot is an integral part of ensuring that the product is successful in the market. The management must thereby invest in marketing research so that it can provide more information about the market while at the same time identifying the best strategies that would ensure success in the market.

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