Consists of a case study:*Aussie distilleries are now making hand sanitisers: but what is next?* Total 20 marks

The COVID-19 outbreak has impacted on all businesses. Some industries have entirely shut down (e.g. entertainment and tourism), most of them have been managing, hardly, just to keep their head above the water (e.g. hospitality and retail), but a few have been striving (e.g. logistic, pharmaceutical, and FMCG/supermarket). In similar situations are businesses within these industries, some of them have closed down, others implemented drastic cost reduction measures to just to survive, others more agile businesses used their knowledge of the marketing environment and turned threats into opportunities.

Founded in 2014 and located in Rosebery, Sydney, (archierose.com.au) produces a range of spirits such as whiskies, gins, vodkas and rums, as well as one-off collaborations, limited releases and spirits experiences. There is also the Archie Rose Bar that, unfortunately, was shut down due to the pandemic. The organisation believes that to make spirits of outstanding quality requires a combination of perfectly calibrated equipment, experience, passion and intuition. Archie’s customers appreciate craft spirits made with traditional and native botanicals and distilled in handmade copper pot stills.  Their spirits are sold in bars and restaurants, bottle shops and wholesalers.

In an effort to bolster supplies nationwide and maintain the employment of as many of their team as possible, Archie has reallocated the spirits production capacity to hand sanitiser. They are selling hand sanitisers in bottles of 500ml, 60x500ml and 20-litre cubes. Each order is dispatched from Archie Rose within two to five business days from when they are purchased for onward delivery by Australia Post.

While like the rest of Australia, the Archie Rose team continues to face incredibly challenging times. With the production of hand sanitisers, the organisation have been able to re-deploy all 15 of the permanent and casual bar staff members to the hand sanitiser bottling line. They were stood down due to the government’s bars shut down. As a result of this fast move, Archie Rose Distilling Co. can remain open for a while and supply Australians with so needed hand sanitisers.

However, the future of Archie Rose Distilling Co. remains unclear. What is clear is that our lifestyle has changed: there is an indication that social distance will stay as part of our lives for a long time. Social distance impacts on the way we socialise with friends, on how often we go out and how we behave in bars, restaurants and also in-house parties. Therefore, it may also change how we will consume Archie’s products as drinking is directly related to social interactions and entertainment.

The Archie Rose team is aware that they need to adjust their marketing strategy, and they do not have much time, it needs to be fast as they want to innovate and not just stay alive. They appointed you to investigate Archie’s typical consumers. They want to understand how the COVID-19 pandemic and the new norm of social distance are impacting on their consumers. Ideally, Archie Rose would also like to predict consumer behaviour in this new environment.

This exam paper assesses your understanding of the marketing research process. To achieve that, you need to respond to the following short response questions concerning the Archie and Rose case study. This task requires you to design and plan a research project which responds to the case study.

It is an open-book exam that you can only access the following sources:

* Archie’s website [www.archierose.com.au](http://www.archierose.com.au/)
* Hair, J. F., Lukas, B., Roberts, K., & Lee-Lukas, S. (2014). Marketing Research (4th ed.). McGraw-Hill Australia.
* Any other source would be in breach of academic integrity.

1. Once the management decision problem has been identified, the researcher will then focus on a research question. Write a research question which addresses the client brief. Word limit +/- 60 words **(4 marks)**
2. Based on your research question, what research design and the respective research method(s) will your project use to generate data which will respond to the research question? Why? Word limit +/- 170 words**(4 marks)**
3. What is the target population that you intend to investigate, and why? Sampling unit? Sampling frame, and why? What sampling method will you employ for your research project, and why? What is the appropriate sample size, and why? Word limit +/- 130 words **(4 marks)**
4. How do you intend to collect data, and Why? Word limit +/- 100 words**(2 marks)**
5. How do you intend to analyse the data and interpret the results, and Why? Word limit +/- 130 words**(4 marks)**
6. Which ethical issues may, directly and indirectly, affect your research project, and how would you overcome/mitigate them? Word limit +/- 100 words**(2 marks)**